

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXXXIII, No. 1 NEW YORK, OCTOBER 1, 1925

10c a COPY

B. A. I. S. 1924 with N. W. Ayer & Son

The Humble Alarm Clock



MOSTLY it goes. Sometimes it has to be coaxed, sometimes spanked, sometimes given a dose of oil. Its accuracy is dubious. Its tick is anything from an insistent staccato annoyance to a series of asthmatic gulps. Its alarm frequently functions *per se*.

The New Haven Clock Company, of New Haven, Conn., concluded there was a chance to lift the alarm clock out of the joke column. They designed a case, octagon in shape, that gave their clock character and individuality. They gave it a convex glass that put it on a par with mantel clock beauty and increased its visibility. They worked on its tick till they reduced it to a whisper. They gave its alarm a pleasing voice, sunrise precision and the persistence of a war drum. Then they appropriately named it Tom-Tom.

Such an unusual alarm clock as Tom-Tom has required unusual copy to present the subject fittingly to a skeptical public. This has been our job.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

SAN FRANCISCO



Not what copy says but what it sells

THE advertisement that is written to be a literary masterpiece may not create a desire for the product.

The advertising illustration that is created to exhibit in the salon may not impress the millions to whom the product is to be sold.

An Interrupting Idea, basically conceived and convincingly presented, will, even in competition with hundreds of other advertisements, command attention and create the desire to buy.

At Federal, we render every service within the province of an advertising agency, but we prefer not to handle an account in which any factor of the service is rated higher than *advertising that sells*.



**FEDERAL ADVERTISING
AGENCY INC.**

6 EAST 39TH STREET, NEW YORK

PRINTERS' INK

Registered U. S. Patent Office

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

VOL. CXXXIII

NEW YORK, OCTOBER 1, 1925

No. 1

What Do Visitors See in Your Plant?

Short Cuts in Taking Folks through the Factory, and Ways of Telling Them What They Have Seen

By James H. Collins

NOT long ago, an English manufacturer came to this country for the purpose of opening a branch factory to make a patented product. To his chagrin, he discovered that an American concern was making the stuff by methods so like his own that the field would be competitive.

Going back in memory, he recalled an American visitor who had been shown through his plant at home several years ago, and there was little doubt that his process had been copied then.

That is the way I got the story, and it sounds plausible except for one thing: Mighty few English manufacturers let visitors into their plants!

With us, it is different. Hundreds of our factories are not only open to the public, but visitors are systematically caught with drag nets. In one city you find at your breakfast plate at any hotel a cordial invitation to visit the local breakfast food plant. In another, attending a convention, you discover that several famous factories are scheduled on the program. American manufacturers have even gone the length of giving factory visitors free transportation from nearby cities.

Regarding the way to get the visitor into the factory, there is some impressive literature.

But what to do with him or her, once inside—not so much.

Therefore, the time and money

cost of showing visitors through the plant is often too high. There is a "distraction cost," too—interruption of work by visitors. The manufacturer, who has perhaps seen his plant grow up from very small beginnings, thinks that simply walking the visitor through its different departments will give him all the thrills that went with the process of growth—where the real result may be that the visitor, having gone through the plant and looked at everything, has really seen nothing. Or he may have seen fifty things in which he was not at all interested, and missed the two or three that he came to investigate.

I remember once, when the Butterick building was new, trailing along one day after several serious German officials who had allotted an hour in their schedule to see certain fire protective features which were then novel. One of the architects and a representative of the city building department acted as guides. There was a certain beam in this building against which a fire test chamber had been built, heat run up to something over 2,000 degrees Fahrenheit, and then the fire hose turned on the hot beam, after which its deflection was measured and found negligible. While the absorbed Germans were looking at that, a hospitable department manager corralled and started them on a walk through the mag-

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azine press room. They succeeded in tearing themselves away for an inspection of a skylight intended to free the building of smoke and gases in the event of fire—but going on to what they thought was something else in fire protection engineering, they found themselves watching the making of paper patterns! When they finally escaped, it was with a devout "Ach!" of thankfulness.

In another European country of serious people they do this thing better.

A great deal of the marine lighting apparatus of the world is made in Sweden, where a blind man, Dr. Nils Gustaf Dalen, has invented many of the automatic devices for flashing unattended marine lights. He is particularly famous for the sun valve, which lights up a marine signal at dusk and turns it down at dawn without attention. At the Dalen works at Stockholm the visitor is welcomed, but immediately asked, "What do you want to see?" Perhaps he is merely a lay sight-seer, in which case he will be taken over a carefully planned route to get the best general idea of the place in the shortest time. This route is charted, and at certain points, guides explain operations for the general visitor. Another visitor, however, may be a lighthouse official, with problems to solve—he follows an entirely different route, concentrating upon the information he has come to secure and avoiding irrelevant and distracting details. Another visitor is interested in railway signals or highway lighting, another is an engineer concerned with machining processes, and so on—for each of them has been planned the route that will give the most information, vividly, in the least time—their time and that of the Dalen organization. In effect, each route is like the "phantom" drawing of a piece of apparatus that subordinates all but one part upon which attention is to be directed.

People with a factory to show usually have an exaggerated idea of its importance. They think it's

so important that they won't let in visitors at all, or on the other hand want to show every department and even every individual machine. I speak feelingly on this subject, because for more than twenty years my work has taken me through every conceivable sort of plant, and it is the hardest thing possible to be conducted to the particular process or machine you want to see, and get out again, without being shown the general office, the stockroom, the power house and the reserve coal pile.

AISLES AND AISLES OF FACTORY

I don't know how much the Westinghouse plant in East Pittsburgh may have grown in fifteen years, but when I visited it that long ago, they told me another good story about serious Germans. A party of German bankers was being shown through the works. They walked down an aisle nearly a mile long, and at the end, one of the Germans said, "This is a big building." Turning a corner, they went through another aisle the same length, and the German said, "This is the biggest building I ever saw." Still another aisle—they could have gone through dozens of them—and at the end of the third the German banker said, "Himmel! This is the biggest building in the world!"

I quit in the middle of the second aisle, saying, "That's all I want to see of the factory."

What? Write about the factory without looking at it? Well, they didn't exactly say it, but that's what the Westinghouse folks felt. For I had been commissioned to explain the electrical business to college men, for the purpose of recruiting young men into the organization. When the pamphlet was written, it proved entirely satisfactory, and the Westinghouse folks saw the point—that the material to be gathered consisted of ideas rather than sights, and was to be found in men, not machinery.

A man's pride in his plant is like his pride in his baby. If it's any kind of plant at all, it is his baby, and just walking through

*Inspiration
for FINANCIAL
and BANK Advertising*



IF there is one type of advertising above all others in which truthful copy is essential it is Financial Advertising. If there is a type in which it is most difficult to make the Truth interesting it is Bank Advertising. In planning and executing the advertising of the following nationally known financial institutions the H. K. McCann Company has always found unlimited inspiration in its motto—Truth Well Told.

ANGLO-LONDON PARIS CO.	- - - -	San Francisco
BANK OF CALIFORNIA N. A.	- - - -	San Francisco
INTERNATIONAL TRUST CO.	- - - -	Denver
JOHN MUNROE & CO.	- - - -	New York
NATIONAL CITY BANK	- - - -	Cleveland
NEW YORK TRUST CO.	- - - -	New York

THE H. K. McCANN COMPANY
Advertising

NEW YORK CLEVELAND SAN FRANCISCO DENVER
CHICAGO LOS ANGELES MONTREAL TORONTO

reminds him of the time when it was the tiniest infant, and its first tooth, and first word, and the time it began to creep and walk. Not long ago, in going through a big New Jersey factory with the president of the company, I was shown into a dingy little shed, containing nothing to see, but my host told me, in a hushed voice, that this was the place where he had started. To him it was a cathedral, and he really believed that others would feel that way if simply taken into the place.

The truth is, that nine factories out of ten are dull as sights, and if visitors are to understand them, and go away with the feeling that they know that particular plant and product, having seen it—which is a very desirable kind of good-will—they must be shown through in a way that gives ideas.

Visitors are a valuable by-product in the Burroughs Adding Machine factory. Detroit is famous as a convention town, and during the course of the year thousands of business men who use adding machines come to the city and are shown through the Burroughs works. The making of an adding machine is one of those processes so wonderful that there is almost nothing to be seen. The visitor can be shown department after department, full of mysterious machines making parts, but one part looks just about like another, and the whole business is noisy and confusing. Mr. Bunker or Mr. Company Treasurer will turn from the machining of a complicated part to watch a man repairing a casting with an oxy-acetylene flame, which is really something to look at. You gather the biggest and most intelligent crowd of visitors you can assemble, and start showing them your plant. I'll undertake to draw them all away from you with an oxy-acetylene welding outfit!

The Burroughs folks discovered this long ago, and made their plant interesting by the very simple device of giving visitors a pamphlet, telling them what they had seen. The highlights in this pamphlet are: More than eighty

years ago Charles Babbage built a calculating machine as big as a barrel, sinking \$30,000 of his own money, and \$85,000 of British Government money in it, leaving his invention incomplete. The modern adding machine contains many more parts than Babbage's, and does many more things, yet is a marvel of compactness. In the Burroughs works, the visitor has seen these many parts being cut, split, sheared, punched, stamped, drilled, turned, threaded, twisted, milled, riveted, burred, planed, forged, tempered, ground, buffed, plated, polished and assembled. The dimensions of two or three important parts are given for illustration. Something is said about the invention department that is constantly effecting improvements, and designing new models, something about people still left in the world who believe that they can beat an adding machine with their brains, something about the employees who make Burroughs apparatus, their sports and jollifications, and so forth.

The advantage of the printed pamphlet is, that visitors take it away with them, as a souvenir, and a record.

USE OF A PREPARED TALK

The next best thing is a prepared talk to be used by guides. This deserves as much preparation as a sales talk, and should be not only as clear, but as standard, and faithfully adhered to.

Left to themselves, guides and announcers generally talk too much, and say unimportant things. I recall one instance in which a music-reproducing device had to be briefly explained to visitors before they heard the music. The important element, of course, was the music itself—if people don't find it more interesting than talk, then they were probably tone deaf, and there's no use explaining anyway.

The first lecturer tried was a parson out of a job. He would come out upon the platform, smile sweetly, and begin, "It was —er—Beethoven—was it not?—I think it was Beethoven—who once made the remark—" Next they

An advertisement that is poorly printed is only half effective.

Be it in color, or black-and-white, it must be faithfully re-produced in order properly to perform its function to attract, interest, convince, and incite action from the reader.

Needlecraft Magazine has always recognized the advertiser's right to good printing.

It prints its inside pages on super-calendar stock. Heavy, coated stock is used for Colored Covers and Colored Inserts, and the printing is done by experts on Meihle flat-bed presses.

The excellence of its printing has done its part in bringing Needlecraft to the high position it now holds among worthwhile advertising media.

Robert B. Johnston
Advertising Manager
New York

JAMES A. ROBERTSON
Western Manager
Chicago

ELIOTT D. ODELL
Eastern Manager
New York

DORR & CORBETT
New England Representatives
Boston



Member A. B. C.

tried an actor out of a job, and he talked like Spartacus to the gladiators. A salesman did no better because he tried to sell the device to the audience *en masse*, and that wasn't the time or place to sell. Finally, the right impression was made by a woman, the manufacturer's secretary, who simply memorized and pleasantly spoke a two-minute descriptive talk, and said, "We will now hear Mendelssohn's 'Spring Song.'"

Routes and explanatory talks by guides can be widely varied, according to the nature of the plant to be shown, the time devoted to a trip through, and similar factors. In some establishments there is really but little to see, unless one happens to be interested in technicalities. That kind of plant is exemplified in the Ford works at Detroit, where the really interesting details of the process were dramatized for visitors in the famous "assembling line," now to be seen in branch assembling plants and not long ago a strong Broadway attraction. There is absolutely nothing worth looking at in the making of most automobile parts, and Ford visitors are asked to waste little time, if any, upon screw cutting machines, drill presses or lathes. The parts are brought together and started down the assembling line, where visitors actually see the car grow.

Other plants have novelty or beauty. One of the sights of New York forty years ago, was the cast iron building that housed the publishing business of Harper & Brothers, down in Franklin Square, which was a wonder in its day, when the "iron building" was as marvelous as the iron steamboat. The Curtis Publishing Company's plant in Philadelphia is interesting to look at by reason of the mural decorations in the editorial and business offices, and employees' lunch rooms, supplementing the wonders of the mechanical department. A good-size telephone exchange is interesting to most people because they see there what happens when they call "Central," and requires considerable explanation because

some of the most important points are invisible—such as the fact that, the moment an operator has connected two subscribers, she is cut off from their conversation. In other plants, quite extensive, the why and wherefore of the process could be condensed to ten or fifteen minutes' view and explanation of that section where the actual product emerges.

ERRONEOUS IDEAS MAY BE LEFT WITH VISITORS

Visitors sometimes take away with them harmful impressions.

In one case, a model factory, light, clean and airy, had a paint room where parts were dipped in enamel. Nine visitors out of ten, particularly women, felt sorry for the men working in that room as soon as they caught the odor of paint. "How dreadful!" they would say, holding their noses. "How unhealthy!" And this was the chief point many of them remembered—that the making of such-and-such a product was hard on employees. A few words by the guide corrected this idea. He explained that, by dipping, a few men in that room did the work of many hand painters. He called attention to the huskiness of the fellows in the enamel room, and said it was an odd fact, but true, that after anyone has worked there a few days, he no longer smells paint.

Visitors get wrong impressions from noisy machinery, or tasks that require quick movements, or from any work or operation that seems unusually exacting or laborious.

Some time ago, as part of the movie news, there was a picture of a farm dog turning a tread-mill to run a churn. It happened that I saw this picture three times, and in each case the audience said, "Poor dog!" and pitied him because he had to work. As a matter of fact, dogs enjoy a little tread-mill run, and the device has been used for years to keep bulls in condition and minimize their savageness. But public sympathy for people who have to work is instinctive. Visitors at the plant

(Continued on page 162)

We're not all like
Ivory Soap—99 $\frac{4}{100}$ %
pure.

The Standard Union
outfit sometimes
makes errors.

But if we in Brooklyn
do not handle your
advertising as you
wish, tell us.

We are here to make
good 100%.

R. J. R. Hanesman
President

On the Inside Looking In

The Copy Chief of an Advertising Agency Gives His Views on Literature and Other Things

By S. K. Wilson

ENTERING the advertising profession from outside arenas of writing may churn up all sorts of reactions. The present writer "broke into" the agency field blandly supposing he would enjoy a bulge on his new confreres because he was a "writer." That spasm of dementia lasted fully forty-eight hours. And it is with respect to its complete and painless cure that he ventures here to set down some of his experiences.

Copy was what he proposed to "do" for his outfit—and to "do" big. He wasn't, it is true, so bumptious as to think writing advertising copy a soft job. But he'd been swinging a more or less respected pen through various areas of editorial space for many years; and he was quite prepared to dip it into new wells of admiration. That was quite a few years ago. He's still, though chastened, with the same agency. He continues to dip the pen; but there's scarcely a man or boy among his 150 associates from whom he hasn't been glad to borrow ink.

Now that's extraordinary, if you like. For outside the copy department, only a handful of these associates are trained writers. And though a third of the agency's personnel has had college or technical school experience, not every one perhaps, even of these, could do a sustained piece of writing. But with respect to constructive criticism, which is so many tenths of advertising writing that the original modicum is almost lost sight of, this upstart writer could get points from virtually every person in the shop. In short, his pen did not find itself until a hundred other hands closed with his on the shaft; his copy was not copy until he turned it into tracings of the merchandising wisdom with which his associates were saturated.

His first instructors were the

account handlers. These were smart young men—even he realized that. College men for the most part. They deferred to him as a "writer"—very suavely and very disingenuously. That was part of their "game." Soon he began to come croppers—as a "writer," mind you. One of these executives to whom he offered a piece of copy murmured, with his finger on a certain paragraph: "That's dangerously near litotes, isn't it?" Litotes! From a business man! Flabbergasted, the copy writer sought his coop to meditate on the discovery of a rare bird—the academic live wire.

HE HAD NO COMEBACK

Another account handler soft-soaped him to the ears, manuevered him into a corner and drawled: "This allusion, now, to capillary attraction—just what do you understand by capillary attraction?" And gravelled him! He'd been using sonorously a term of which he could report, when challenged, no more than that it had something to do with a hair!

"Do you think 'his every aim' is impeccable English?" gently objected still another of these learned go-getters; and he rubbed another bruise. So on down the line. Even the space-buyer nailed him one day with a sly demand for the etymology of "demijohn." (Look that one up yourself before you take your next pull at one.) These chaps weren't baiting a new copy writer. They weren't philanthropically plugging gaps in his education. They weren't merely helping to get out better copy. Actually, they were themselves *writing* copy. It was a literal "laying on of hands" for the greater glory of their commercial alma mater and the broader business of its clients.

So much for just the English of it. When it came to copy as copy

LOOK IT- YOU 40-YEAR OLDS!

Remember this power demon of boyhood days? . . And how you got it for "One new subscriber and ten cents additional" from

THE YOUTH'S COMPANION

Clare Briggs is right. Those were the days of real sport. And now they're coming back for the girls and boys of today. The YOUTH'S COMPANION will re-establish this famous institution effective with its issue of October 22nd. That number will carry a special



8-page Premium Supplement

Picturing a galaxy of offerings to tempt the eye and energies of its quarter-million young readers, stirring them to go out and win radio sets, cameras, bicycles, air rifles, books, Boy Scout fixin's, personal accessories and a hundred other trinkets dear to the heart of youth. At the same time the subscription price will be reduced to

\$2.00 per Year!

Youth today greatly influences the purchases of its own household. The YOUTH'S COMPANION, alert to the likes and wants of these eager young minds, will put your advertisement before an interested audience of

225,000 Subscribers—ABC—Rebate-Backed—Guaranteed

Short Closing Date • Immediate National Publicity
Write now for data

THE YOUTH'S COMPANION
8 Arlington Street, Boston, Mass.

—the fine points of advertising writing—what this "literary" man learned of his genial coadjutors would burst the boards of a very corpulent book. Perhaps it's enough to say on that point that he's still learning.

Speaking broadly, what most impressed him in modern advertising practice as represented by the agency he has the honor to serve, is its superlative exhaustiveness. Such combing of records, such grubbing for facts! The word "meticulous" was coined to cover it. Comparatively, working up a doctor's thesis is child's play. Before a line of advertising is written, months, sometimes years, are spent investigating every conceivable problem involved. Hundreds of thousands of words are compiled. Questionnaires are broadcast. The average layman, who conceives copy as "the idle pastime of a summer day," would be aghast at the volume and intricacy of the study exacted before copy is even approached. It is (to divert an H. G. Wells title) literally "The Research Magnificent."

And when the callboy knocks on the copy writer's door, the same exhaustive care is his cue. Winston Churchill is supposed to have rewritten "Richard Carvel" eleven times. That's piffing. Advertisements rewritten thirty times or more are not rare. That advertisement you skim idly enough in print, and to the composition of which you would allot perhaps a half-hour's work, probably has behind it a score of revises and rewrites, thousands of dollars in high-priced time, and a trade investigation that covered weeks!

All to what end? you interject. Or did, some years ago. Nowadays, most people concede the power of advertising. But how tremendous that power is, what manner of scepter the agency may sway, you could not fully realize unless you were clinging to its mighty arm. Magic, no less! The advertising agency can create financial empires, found great dynasties, supplant the ideals of generations. No fictional romance ever held the thrill one gets from delving in these imperial archives.

Take one story. Time, 1917. A mill building of no great size. Two men with a dream—and \$4,000 to spend on advertising. The limping little account came to this agency. Today, there's a plant of thirty buildings covering over twenty-five acres doing an annual business of more than \$12,000,000. And this prodigy was achieved almost exclusively by advertising. Page the spook of *Harun-al-Raschid*!

Another practical pipe-dream from the family archives. Just a laboratory experiment! Today, 80 per cent distribution among all retailers who sell varnish—the largest shelf distribution of any varnish in America. Accomplished by advertising cunningly spliced with agency-developed merchandising policies.

From zero to the third largest distribution among retail grocers of any trade-marked product is another of these advertising miracles. Up to 1906, this product had been a slow-selling specialty, of limited geographical distribution, with the good-will accretions of age. Today, it is one of the most successful specialties in America. Advertising! Plus a radical change, worked out by the agency today, of course, involves the agency's participation in the client's whole corporate activity.

Captains of industry—the clients. And justly so-called. But behind the scenes is the advertising agency. What rank? Generalissimo, declares this "litry" man. And few of the captains, he imagines, dispute it.

Will Handle Outdoor Advertising for Agency Members

The General Outdoor Advertising Company, New York, has completed a sales agreement with the National Outdoor Advertising Bureau, Inc., of that city, to handle the outdoor advertising business of Bureau members. The Bureau clears the outdoor business of 211 advertising agency members.

Listerated Gum Account for Stewart-Davis

The advertising account of the Listerated Gum Corporation, New York, which was recently purchased by Wm. Wrigley, Jr. & Company, Chicago, is being directed by the Stewart-Davis Company, Chicago advertising agency.

As Published by the Buffalo Evening News:

The following figures are reprinted herewith from a circular recently issued by the Buffalo Evening News:

August, 1925—Advertising Line Record

Audited by De Lisser Bros., Inc., Accountants

	Evening TIMES 6 Days	Evening News 6 Days
Amusements and Theaters.....	15,072	15,035
Trucks, Tires and Automobile Acces- sories.....	13,149	9,296
Department Stores..	160,000	150,881
Financial, Banks and Brokers.....	6,310	6,102
Legal and Public Notices.....	3,161	1,677
Hotels, Resorts and Restaurants....	3,718	2,218
Jewelry, Silverware and Opticians..	13,397	7,032
Real Estate.....	14,968	12,684
Musical Instruments.....	16,287	8,236
Other Classifications.....	31,149	19,057

Grand total for Month of August, 1925, of local and foreign display advertising (classified not included):

**Buffalo Evening and
Sunday TIMES, 7 Days 722,358**

Buffalo News, 6 Days . . . 577,421

The above figures reproduced exactly from a circular issued by The Buffalo News shows beyond question the remarkable lead of The Buffalo Evening TIMES in the above important lines of business. With the present population of Buffalo, consisting of approximately 145,000 families, for The Buffalo TIMES or any other newspaper to claim it completely covers all Buffalo would not only be absurd but absolutely false and an insult to the intelligence of even the smallest advertiser. But—The Buffalo Evening TIMES with a circulation of over 75,000 copies daily in the City of Buffalo alone, covers exclusively over one-half of the families in Buffalo.

**Present Circulation of the Buffalo Evening and
Sunday Times Over 105,000 Copies Daily**

National Representatives: VERREE AND CONKLIN, INC.
New York, Chicago, Detroit, San Francisco, Kansas City

How Many

Does the Average

TAKE any group of average individuals...the men you meet at the "19th Hole," for instance, or the women your wife entertains at bridge... how many morning newspapers does each one read? More than one? Hardly ever.

In Chicago the Herald and Examiner is one of the two morning newspapers. Six mornings in every week

Chicago Herald

NEW YORK: 1834 Broadway

Morning Newspapers

... Person Buy?

350,000 men and women buy the Herald and Examiner. And on Sunday over 1,120,000 buy it.

These people prefer the Herald and Examiner. We know they prefer it because they pay a higher price for it.

Advertisers find them an attentive audience, for they are concerned with living . . . happily and well. Tell them about *your* product or service.

Herald and Examiner

SAN FRANCISCO: Monadnock Bldg.

Widening the Security Market Insures National Safety

America and Great Britain are the safest, sanest, most prosperous nations in the world because they are "nations of investors."

The ideal "capitalistic state" will be attained when every citizen of America is a stockholder in its industries. Prosperity and stability will then be secure against "red" propaganda and other assaults. Pursuant to this end the great industrial organizations are distributing their securities as widely as possible.

How to reach the great army of substantial investors most effectively is a question easily answered in Chicago—advertise in **The Chicago Daily News**.

The Chicago Daily News holds the interest and confidence of the financially competent citizens of Chicago to an exceptional degree. Included in its 400,000 daily average circulation—1,200,000 daily readers—are investors large and small, old and new, who are educated in buying securities.

Every day in its "Final Edition" The Daily News presents the complete story of the financial day *twelve hours earlier than these same reports are available in any morning paper*. Your advertisement in juxtaposition with this "*news while it is news*" will reach the attention of the reader when his interest in investment is at its peak.

THE CHIGAGO DAILY NEWS

First in Chicago.

Two-Cent Stamp Gains Favor under New Postage Rates

Psychological Effect of One and One-half Cent Denomination Soon Wears Off, Big Mailers Find

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY,
PITTSBURGH, PA.

Editor of Printers' Ink:

You will recall there used to be a great deal of argument regarding the relative merits of the one and two cent stamp as used on direct-mail work. Now that the new postal regulations have gone into effect, requiring a minimum of a one and one-half cent stamp, how has this affected the former situation? Do you know whether advertisers in general are using the one and one-half cent stamp instead of the two-cent stamp? Personally, I should feel that the one and one-half cent stamp would now be as effective as the two-cent stamp, or nearly so, with the exception, of course, that the envelope cannot be sealed. What I should like to get is your personal opinion regarding the trend in this situation at the present time.

WESTINGHOUSE ELECTRIC & MANUFACTURING COMPANY,
A. M. STAEBLE,
Department of Publicity.

BIG users of the mails, with whom we have discussed the matter brought up by Mr. Staehle, seem to be pretty generally of the opinion that first-class mail will be more than ever used from now on. Under the old arrangement, when circular matter could be mailed third-class for a cent an ounce, there was enough difference to make it a financial object to use third-class rates when the mailings went very far up into the thousands. But now, when it costs one and one-half cents to mail a circular third class, these houses are inclined to think there is no use in taking a chance with third-class mail when it costs only one-half cent more per unit to use first class.

When things are figured down very closely, as of course they have to be when the mails are used on a big scale, some interesting and important comparisons may be brought out. One large Chicago establishment a couple of years ago conducted some extensive experiments to demonstrate, if possible, the relative pull-

ing power of advertising matter mailed first class as against third class. It discovered that the first-class mailings brought in more business but hardly enough to justify the additional expenditure of \$10 per thousand for stamps. But now the additional cost is only \$5 per thousand and the house has concluded that this is not enough to bother about. In other words, it will give the first-class mail the benefit of a doubt.

The only way to get the thing down to an effective working basis where one can know just about what he is getting for his money is to experiment. It would seem that Westinghouse could well afford to try out with some different classes of mail, much after the method now being tried by another Chicago company.

A SCIENTIFIC TEST

The company is now planning to send out 100,000 pieces of direct-mail advertising under five different classifications. The object is to discover just what psychological effect, if any, there is to various denominations and colors of stamps. Twenty thousand pieces will be mailed first class under the prepaid privileges, the envelopes being stamped on the meter system. Twenty thousand will be mailed third class on the same basis. The third 20,000 will have one and one-half cent pre-cancelled stamps under third-class privileges, and another 20,000 will be mailed first class with pre-cancelled stamps. The remaining 20,000 will be mailed first class in the regular way, the stamps being cancelled at the post office. Each mailing is carefully keyed by means of a distinctive number so that the returns can be definitely traced. Within sixty days this company expects to know enough about the different kinds of stamps and mailing methods to enable it

to decide which is the better for each particular purpose.

What works for one class of merchandise may have an entirely different effect on another class. The thing to do, therefore, is to make tests. General rules are rather risky when the mailing runs up far into the thousands.

It is true, as suggested by Mr. Staehle, that for a time the new one and one-half cent stamp appealed to people because of its newness. Being of a distinct color, it had the effect of bringing rather a new angle into direct-mail presentations. But it is the judgment of mail-order houses that this effect is already wearing off and that at best it will be only temporary in almost any mailing proposition. It is rather early to make any broad statements in view of certain extensive experiments now being conducted. But it is safe to say, nevertheless, that if the one and one-half rate on third-class mail is maintained by Congress when the new postal rate bill is passed, there will be an unprecedented use of first-class mail for advertising purposes and that fewer one and one-half cent stamps will be used than previously was the case with one-cent stamps. The difference of a cent a letter is something worth considering when the mailings are immense. But half a cent a letter is quite another thing again.—[Ed. PRINTERS' INK.]

Detroit Office for National Outdoor Advertising Bureau

The National Outdoor Advertising Bureau, Inc., New York, has opened an office at Detroit. James Strasburg is Detroit representative.

Pierce A. Skelton and D. S. Schenck have been added to the New York staff. P. J. O'Donnell and M. J. Reynolds have joined the staff of the Chicago office.

Wallace Meyer with Reincke-Ellis Company

Wallace Meyer, secretary of the Charles F. W. Nichols Company, Chicago advertising agency, has resigned after eight years' service to become director of plans and copy for the Reincke-Ellis Company, advertising agency, of that city. He was at one time a member of the Chicago staff of the J. Walter Thompson Company.

New Accounts for Ferry-Hanly Agency

Adolph Goldmark & Sons, New York, importers of Marshall's kippered herring and Chiver's marmalade, have appointed the New York office of the Ferry-Hanly Advertising Company to direct their advertising. A newspaper test campaign will be conducted in the East.

The Windsor Motor Products Corporation, New York, has also appointed this agency to direct its advertising account. A newspaper campaign is planned for the Middle West.

Lever Brothers to Advertise Non-Freeze Radiator Mixture

Plans are being prepared for an advertising campaign on "NoVap," a new non-evaporative mixture to keep automobile radiators from freezing.

This product is being manufactured by the Lever Brothers Company, Cambridge, Mass., maker of Lux, Lifebuoy, etc. Barton, Durstine & Osborn, Inc., New York, will direct the advertising of "NoVap."

Buys "Pin Money" Pickles

John Cecil and James Cecil, of Cecil, Baretto & Cecil, Inc., Richmond, Va., advertising agency, head a group which has bought a controlling interest in the plant of Mrs. E. G. Kidd, Inc., producer of "Pin Money" pickles. The plant will be enlarged and an advertising campaign planned.

F. P. Glass Sells Interest in St. Louis "Star"

Frank P. Glass has resigned as editorial director and has sold his interest in the St. Louis *Star* to Elzey M. Roberts, publisher. Mr. Glass had been with the *Star* since 1922.

G. W. Williams, Jr., with Donovan-Armstrong Agency

G. W. Williams, Jr., recently advertising manager of the Postum Cereal Company, New York, has joined Donovan-Armstrong, Philadelphia advertising agency. He was formerly with N. W. Ayer & Son, Philadelphia.

Wheary Trunk Account for Wm. H. Rankin

The Wheary Trunk Company, Racine, Wis., has appointed the Chicago office of the Wm. H. Rankin Company, advertising agency, to direct its advertising account.

Earl Reeve with Blackett & Sample

Earl Reeve has joined the staff of Blackett & Sample, Inc., Chicago advertising agency. He was for ten years Western manager of the Curtis Publishing Company.

Now, My Dear Bradbury—

In Defense of the Time-Honored Phrase "No Obligation On Your Part"

By Maxwell Droke

I HAVE just read with more than passing interest, Amos Bradbury's article, "No Obligation on Your Part" in the September 10 issue of PRINTERS' INK, and finding myself diametrically opposed to his line of reasoning, I venture to throw a few chips in the pot and take a hand.

For a matter of fifteen years or more, I have been an inveterate user of that little phrase which appears to give Mr. Bradbury such poignant mental anguish—and I use it for a reason which apparently has not occurred to him as a bare possibility. Candidly, I use this phrase, or an alternative, to allay the suspicions of those sensitive souls who suffer from what may be termed a signature complex.

Let me explain.

Not so many years ago, simple, trusting folk who make up (and for that matter still make up) the bulk of our population, learned from bitter experience that the act of signing a paper for a stranger, often led to a peck of trouble. Thus, the admonition, "Never sign any sort of a paper for a stranger" became a precept to guide an oncoming generation.

And even today this reluctance to "sign a paper" is a mighty important factor with which to deal. There are thousands and thousands of persons who are afflicted with the signature complex. They hem, haw and hesitate before touching pen to paper.

I have made any number of tests to satisfy myself on this very point. I have definitely determined that the omission of that simple little phrase "without cost or obligation" on a coupon or return post card often has a marked effect on the percentage of returns.

I grant you that all this sounds ridiculous in the extreme, but the fact remains that there are folks

who demand this assurance before they will even consider sending for an illustrated booklet. They fear, perhaps unconsciously, that in some mysterious way a signature on the dotted line may prove a binding obligation.

There are a few people left in the world who still persist in reading all of the fine print on an insurance policy!

In cases where the "no obligation" phrase was purposely or thoughtlessly omitted from coupon or card, I have frequently had persons who filled in the form cautiously add a line to the effect that they assumed no obligation in making the request for "full particulars."

Generally speaking, the business man has little or no hesitancy in filling in a request for detailed data. He understands fully that the request involves no binding obligation. But, more often than you imagine, the farmer, the laborer, the housewife and others who seldom come in direct contact with the business world, may pause and ponder before taking the fatal step. They retain an inherited caution that is difficult to down. It gives them a comfortable feeling of security to see that little "no obligation" phrase prominently displayed. And so I stick it on!

Yes, Mr. Bradbury, my coupons say "No obligation on your part," when I fully intend to hunt up the best salesman to be found, and put him right on your trail, to follow up that inquiry. I admit this freely and unblushingly. But I still maintain that my coupon means exactly what it says.

If I tell you that you may have a beautifully illustrated book, let's say on "The Story of Stucco" "without obligation"—and then send a salesman to call, am I violating your confidence? Not at all!

My statement that you assume

no obligation is literally true. You are not bound to give my salesman any special consideration. You can give him a curt dismissal. You can refuse to see him.

Look at it from my side of the fence: I have sent you an expensive four-color process book on "The Story of Stucco." I claim no special consideration for this business courtesy, but you will agree, I think, that it gives me a right to assume that you are interested in the subject of stucco.

Now, if you are genuinely interested—if you are in the market now—I have some more interesting facts and figures up my sleeve that I'd like to present. My story is too long and involved to tell completely in book form. Besides you no doubt will have questions to ask. I want to have a capable ambassador right on the ground to answer them fully and frankly—and, if humanly possible, secure your order.

So I go to a lot of trouble and expense and send a salesman to see you, on the bare chance that you may want to talk business now.

I may find that you are a professional catalogue collector. I may find that you are a high school student seeking data for a thesis. I may find that you are a doting mother who requested my costly book "so that baby could cut out the pretty pictures."

If I find that your inquiry sifts into one of these classifications, I have no kick coming. I told you the request involved no obligation. You are entirely within your rights in sending for my book even though you haven't a spark of genuine interest in the subject. I am perfectly willing to have my salesman make these useless calls, because I know, sooner or later, the law of averages will even things up. I will find a certain number of people who sent for my book because they really wanted to know more about stucco—my particular kind of stucco.

These are the people who will be glad to see my representative. They will want him to sit down

and talk things over. Perhaps they are not ready to place an order. They may have three more payments to make on that vacant lot, before they even consider plans for building a stucco home. But that is all right. We can afford to wait. And in the meantime we're happy to be of any possible service.

THOSE REALLY INTERESTED DON'T RESENT SALESMAN'S CALL

My experience has been that if the prospect's interest is genuine, he will not resent my interest in his behalf. It is the curiosity seekers who get all cut up when a salesman appears upon the scene.

Mr. Bradbury's plan of leaving space on the card or coupon for the prospect to indicate if a sales representative is desired may work occasionally, but not as a general practice. Most of us have to be sold a step at a time.

A great deal depends upon the proposition, but as a rule, very few persons would deliberately invite a salesman to call upon them at so early a stage of the proceedings.

Let's say 75 per cent of the inquiries request a booklet *only*—my private opinion is that the percentage would be considerably higher. Now a good many of these folks are merely mildly interested. They may think that they are inquiring out of curiosity. But along comes the book. They read it; discover that the product costs much less than they imagined, or perhaps, that it has certain additional uses which make it doubly desirable. Their interest is somewhat whetted. If a salesman happened along at that opportune time, he could, no doubt, pocket an order. *But no salesman will call.* We have definitely closed and barred that avenue of approach. The prospect must make the next move. And prospects are notorious procrastinators.

I am assuming, of course, that the proposition is one that does not naturally fall into the category of mail sales, and that personal salesmanship is essential to the completion of the transaction.

Selling Radio Outfits for Christmas Presents in PHILADELPHIA

Philadelphia has been very prosperous this year; its mills, stores and factories have done splendid business and its wage-earners have enjoyed large pay envelopes.

Among a population exceeding three millions in more than 520,000 separate homes, Santa Claus is going to leave a large number of Radio Outfits for the entertainment of these families.

How many of them will be of your make depends on how actively you go after the business. Your competitors have already started to tell the boys and girls of Philadelphia about their Radio Sets and Supplies, so that they will know just what to suggest to Santa Claus.

Telling all the Philadelphia public about your radio sets and supplies is easy if you will use the newspaper that goes daily into nearly every Philadelphia home.

Send for a free copy of THE BULLETIN ROUTE LIST OF RADIO DEALERS IN PHILADELPHIA AND CAMDEN. It will be of great help to your salesmen when calling on the trade.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Evening Bulletin.

PHILADELPHIA'S NEWSPAPER



526,796 copies a day

Average daily net paid circulation for the six months ending March 31, 1925. The circulation of the Philadelphia Bulletin is the largest in Philadelphia and is one of the largest in the United States.

New York—814 Park-Lexington Building (46th Street and Park Avenue)
Chicago—Verree & Conklin, Inc., 28 East Jackson Boulevard
Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Boulevard
San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street
Kansas City, Mo.—C. J. Edelmann, Verree & Conklin, Inc., 1100 Davidson Bldg.
(Copyright 1925—Bulletin Company)

At Your Service—



WILLIAM A. DART

William A. Dart, in charge of Eastern local advertising for the newspapers in this group, is rendering a real service to executives

interested in retail merchandising activities in Boston, Chicago, Detroit, Rochester, Syracuse and Milwaukee.

Mr. Dart is thoroughly familiar with the local advertising situation in these six cities. He is at the service of Eastern manufacturers and retailers who have business connections in any of the cities listed.

RODNEY E. BOONE

Eastern Representative

Boston American
Chicago Evening American
Detroit Times
Rochester Journal
Syracuse Telegram
Wisconsin-News

9 EAST 40th STREET
Murray Hill 6100

NEW YORK

As Station WHAD Provides the Best Programs in Wisconsin—



WHAD

Marquette University-Wisconsin Journal
STATION

Broadcasts from—

Marquette University

Two studios are located at Milwaukee's leading education institution.

Wisconsin Theater

Orchestra, organ and stage programs from Wisconsin's largest theater.

Wisconsin Roof

Dance music from the largest ball room in the state.

Milwaukee Athletic Club

Artist studio and dance music from club dining room.

Milwaukee Public Parks

Band concerts are broadcast during the summer months.

Milwaukee Auditorium

Hundreds of conventions, concerts and public meetings held here annually.

New Journal Building

News, educational talks, entertainment and musical programs broadcast regularly from this studio.

The Journal Provides the Best Means of Selling This Important Radio Market

IN volume of potential radio sales, the Milwaukee-Wisconsin market ranks first among the few large centers which are still comparatively fresh for economical selling effort. Milwaukee is the only one of the few best radio markets in which it is possible to advertise to the entire market in a single newspaper at one low rate. The Journal alone thoroughly covers the Milwaukee-Wisconsin market and sells a maximum volume of goods in all lines at the lowest cost per sale.

Complete News About Station WHAD Appears Only in—

The Milwaukee JOURNAL
FIRST - by Merit

When Brisbane Wrote Advertising Copy

The Story Behind an Advertisement That the Editor of the New York "Evening Journal" Wrote for R. H. Macy & Co. Twenty-two Years Ago

THE New York department store of R. H. Macy & Co. has a banking division in which there is more than \$5,000,000 on deposit. This great banking business was started twenty-two years ago as a result of some straight thinking on the part of Nathan Straus. Then, as now, R. H. Macy made the claim that its prices were the lowest in New York City. The fact that no one, not even an officer of the company, could open a charge account, was given as one of the fundamental reasons for the store's low prices.

According to Arthur Brisbane, editor of the New York *Evening Journal*, it occurred to Nathan Straus about 1903, who, with his brother, Isidor, were then the active heads of the Macy organization, that the establishment of a savings bank would be an excellent move to make. Customers of the store could be induced to open accounts by a thrift appeal. Purchases made at Macy's could be charged against this account. Thus, the customer could be offered a charge account and the store could continue to sell "for cash only."

Nathan Straus discussed the idea backward and forward with Brisbane. Brisbane shared his enthusiasm and advised him to put the idea into operation. For three months, Straus advertised the idea to the people of New York. "He used good looking advertisements,"

said Brisbane. "They were put in nice medallions, and were well ornamented. But this advertising didn't bring depositors. So, after three months he came to me and asked me what could be done.

"I looked at the copy and said, 'There are only two men that



THIS IS THE WAY BRISBANE'S PIECE OF COPY APPEARED IN PRINT

know what is being talked about in this advertising—yourself and your brother. Let me write an advertisement.'

"So I wrote a full-page newspaper advertisement that had a picture of a fool — a man who looked like a jackass—a picture of seven wise men, and a biblical text: 'The sluggard is wiser, in his own conceit, than seven men that can render a reason.' Then I

let the seven wise men each advance a reason for the Macy banking service.

"Straus was not enthusiastic at first about this advertisement, but he used it and it put the plan over. It has been repeated a number of times since as a Macy advertisement. I noticed it in newspapers just a short time ago."

Mr. Brisbane offered this copy experience as his authority to speak on the subject of "How to Write Retail Advertising" at the New York Advertising Club last week. Because of the history of this piece of advertising copy, and because of the interest shown in Mr. Brisbane's address by the large audience that listened to him at the Club, it has occurred to PRINTERS' INK to reproduce herewith, in part, the advertisement that Mr. Brisbane wrote twenty-two years ago. Since this small sized reproduction is not readily readable, we quote below the text of the advertisement:

"This is to be a sermon on ECONOMY, based upon a wise utterance, and upon seven reasons.

"This is the basis of our discourse: 'The sluggard is wiser, in his own conceit, than seven men that can render a reason.'

"Every human being is interested in economy, for it means the earning of leisure and independence in the future, through self-denial and system now. The establishment of R. H. Macy & Co., greatest retailing enterprise in the world, is based absolutely upon lines of intelligent, profitable ECONOMY in the interests of the people.

"This page, with the illustration at the top, is planned, of course, to attract your attention. That which it announces is planned for your benefit. We show you above seven wise men reasoning with one foolish sluggard. Take it for granted that the sluggard does not appreciate the importance of economy, nor understand the R. H. Macy method.

"The seven wise men will now speak.

"1st Wise Man: Your money, earned by your work and your intelligence, should bring you in

the greatest possible returns. This it can do in two ways: First, by earning interest before it is spent; second, by purchasing to the utmost in quality and quantity when it IS spent.

"R. H. Macy and Co. give you interest on your money, and enable you to buy goods of highest quality, and cheaper in price than anywhere else.

"2nd Wise Man: Of a thousand successful men, more than nine hundred and ninety attribute their success to forming habits of economy. Ben Franklin preached on this for years, and every great millionaire today preaches the same, all telling you that one hard thing is to save the first thousand, and that the second hard thing is to hold on to the other thousands. R. H. Macy & Co., have a plan which enables you to save your first thousand or to keep and add to your other thousands.

"3rd Wise Man: R. H. Macy & Co., have a special Department of Deposit for customers. You can deposit there as much or as little of your income as you choose, whether it be salary, wages or dividend. When you want your money you can take it out—although no banking business is done, and no temptation offered for promiscuous spending. Every dollar earns four per cent, instead of the usual three or three and a half, as long as it is in our hands.

"4th Wise Man. R. H. Macy & Co. do a strictly cash business. There is no man that ever bought a dollar's worth on credit of R. H. Macy & Co.—not even a member of the firm. Thus, when you buy at Macy's you save what the other stores lose on bad debts, slow pay and an extravagant book-keeping department. (No argument is required to prove that the customer must pay a store's expenses, including its bad debts.)

"5th Wise Man: But if you have a deposit account with R. H. Macy & Co., you charge what you buy to your account. Thus, at Macy's, you shop with the convenience and speed of a credit account, and with the economy of a cash business—besides which each

Look out for generalities!

most of them don't apply in Indianapolis

Some evening newspapers *are* flamboyantly sensational, but The Indianapolis News is sane, dignified, conservative, substantial—a home newspaper, delivered to the home.

Some morning newspapers *are* the only newspaper in their city which reaches the outlying circulation zones with today's news today. The Indianapolis News is unique among evening newspapers in that subscribers as far as 60 miles away get their copies at the same time as city subscribers a few blocks from the plant.

Some evening newspapers *are* long on department store lineage at the expense of men's appeal advertising. The Indianapolis News is pre-eminent in *both* women's and men's appeal advertising.

In some cities it *is* necessary to use a Sunday paper for complete coverage. The Indianapolis News, daily, has a larger average circulation in Indianapolis than the Sunday paper, and a demonstrated ability to produce superior results.

Don't generalize about Indianapolis. There is only one Indianapolis in America!

The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office
Dan A. Carroll
110 East 42nd St.

Chicago Office
J. E. Lutz
The Tower Bldg.

dollar earns interest while waiting to be spent.

"6th Wise Man: Economy is a habit, nothing but a habit, like punctuality, accuracy, etc. Form the habit of economy now and begin a deposit account with R. H. Macy & Co., where you can exercise the double economy of saving with good interest added, and of spending under conditions of the greatest possible economy.

"7th Wise Man: Open an account at Macy's for yourself, your wife, your child, anybody you please. Add to it as often, or as seldom, as much or as little as you please. Use it to make your purchases on the economical cash basis, when you have purchases to make. Let it earn interest at four per cent every hour you leave it with us. Get your balances regularly, showing what you have saved and what interest it has earned. Begin the important habit of spending always less than you make, and see the result week by week and year by year in a steady accumulation.

"Thus, undoubtedly, would wise men speak to the 'sluggard' too deep in his own conceit to know the value of true economy. For sluggishness never shows more plainly than in the neglect of economy.

"You understand the simple proposition: Put your money on deposit in our credit department where it begins immediately to draw four per cent interest, which is compounded every three months. Make your purchases at the cheapest cash rate, with all the comfort and speed of shopping on credit. Begin an accumulation of money, and above all the habit of accumulating, that alone leads to wealth and independence in after life.

"Your money earns interest. It can be withdrawn at any moment or left to earn interest. It is on hand for you when you need to spend it, and right where you can spend it most advantageously—no going to the bank and waiting in line to get a little out. Each penny and dollar earns its interest until spent. You spend it—when you do spend it—at a cash store on

a cash basis, and instead of paying for the bad debts of others, as you must do with credit concerns. You get the lowest possible prices for the best possible goods—and your money earns interest besides.

"If this statement interests you; if the sayings of the seven wise men above have convinced you; if you want to begin with us an account that means double economy—call at R. H. Macy & Co.'s establishment, the original department store and now the greatest retail enterprise in the world. Ask for the manager of the department and get further details."

After Mr. Brisbane had cited this copy-writing experience, he set forth what he considered to be the five basic rules for a good advertisement. These are:

- (1) It must be seen
- (2) It must be easily read (Use clear type!)
- (3) It must be understood
- (4) It must be believed
- (5) Those who read it must want the thing it advertises.

"Exhibitors Review" to Be Published Daily

The Exhibitors Review Publishing Corporation, New York, publisher of *Exhibitors Trade Review*, will start publication of *Exhibitors Review*, a daily, on October 5. This new paper will be devoted to all branches of the motion picture industry.

James A. Cron, who has been advertising manager of *Exhibitors Trade Review*, will, in addition, serve in a similar capacity on the daily.

Yellow Coach Elects G. T. Seely, Vice-President

Garrett T. Seely, formerly general sales manager of the Yellow Coach Manufacturing Company, Chicago, has been appointed vice-president of the Chicago Motor Coach Company. He was at one time assistant general manager of the Chicago Elevated Railroads and during the war was assistant director of passenger transportation for the Emergency Fleet Corporation.

Atlas Portland Cement Appoints Charles Daniel Frey

The Atlas Portland Cement Company, New York, has appointed Charles Daniel Frey, Advertising, Inc., Chicago, to direct its advertising account, effective January 1.

F. B. McKenna, who has been assistant Eastern sales manager of the Atlas company, has been appointed advertising manager.

Fallacy No. 3 in Class Circulation

DO not let anyone tell you that class readers are not responsive to advertising.

The right kind of class readers respond lucratively.

Vogue can show results thirty days old . . . or thirty years old . . . for its advertisers. That is why they continue with us year after year.

VOGUE

Member Audit Bureau of Circulations

Come out to the

That, in effect, is what the men and women of Baltimore say to the advertiser who uses the Sunpapers.

“Call on me at home where we will have a chance to talk this thing over at our leisure.

“You say you’re organizing a tour of the West Indies? Meet the wife. She handles all our vacation money.

“See this suit? Holds it shape, doesn’t it? You’ll never guess how much I paid for it—and I’ve worn it four months. She saw a sale advertised 30% off.

“She got the piano in the same way. She has more time for reading

house some night---

advertisements than I have—and I guess she's more interested."

To reach the men and women of Baltimore at home, use the Sunpapers—for the Sunpapers are delivered straight to the doors of Baltimore's homes.

120 carrier routes and over 1,000 carriers completely covering Baltimore and suburbs.

Average Net Paid Circulation for 6 Months
Ending March 31, 1925

Daily (M & E) 247,320
Sunday - - - 182,031

A Gain of 3,587 Daily and 4,527 Sunday Over
Same Period a Year Ago.

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

BALTIMOREANS DON'T SAY "NEWSPAPER"
—THEY SAY "SUNPAPER"

Oct. 1, 1925



DVERTISING is news. The public accepts news as authentic only when it appears in a medium which has the public confidence.

CHICAGO EVENING POST readers buy THE POST because they know that what interests them will be in it. They like THE POST because they can rely upon its ability to always be the kind of a newspaper they want to read. Their liking for THE POST is a blend of confidence and appreciation.

Sales are the only goal of advertising. CHICAGO EVENING POST advertising is the direct paved road to that objective. The careful advertiser doesn't get lost on detours.

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

*It Pays to Advertise in a
Newspaper Read by the
Class of People Financially
Able to Become Good
Customers*

**The Chicago
Evening Post**

*"Chicago's Best and
Cleanest Paper"*

Has Your Headline a Picture in It?

The Headline Should Inspire the Artist

By W. Livingston Larned

SINCE the headline is so inseparably linked with the illustration, the need for a close and sympathetic relationship between the two must be evident. Often, however, we find a picture which must be self-sufficient unto itself, the headline traveling a separate and unrelated path.

The ideal blend, of course, is one wherein the headline itself is not only pictorial in its suggestion, but so intimately describes the picture that the line of demarcation is not evident. The artist, in illustrating the advertisement, has only to analyze the headline.

The point can be demonstrated: suppose the subject is American Hangers and Pulleys, for factory use, and that quantity production is the basic theme. "More than six million in use" would represent an old-style and wholly uninspired headline, containing but little inspiration for the artist. On the other hand, if the headline reads: "The Whir of Six Million Wheels," action is voiced, and as the artist draws a long line of whirling hanger pulleys, picture and headline become intimately related, working closely together.

"There is no life to burned and thin oil in your automobile crank-case," is an unwieldy headline, difficult of inspirational illustration. But, if the advertiser says: "You'll find a sneak-thief in one of these two bottles," a picture automatically suggests itself. The car owner is shown talking over lubrication problems with a mechanic, who is handing him two small phials constituting an interesting and important test. "To demonstrate for yourself," relates the manufacturer, "take two bottles. Fill one from the oil now in your motor after it has been used for 500 miles. Then fill your crank-case with Pennzoil and this time drive 1,000 miles. Drain the used Pennzoil and take a sample in the bottle."

The injection of that one word "sneak-thief" into the headline provides the necessary zest, the reader interest, the mental urge.

The advertiser of Drano, which is used for washing out clogged drains, is desirous of suggesting that certain chemical actions do all the hard work. Scouring and cleaning is accomplished indirectly, by the mere pouring into drain pipes of a little of the product. The headline, therefore, reads: "A Can-full of Scrub Brushes."

The tilted can spills a long line of brushes down the side of the advertisement, illustrating the headline perfectly. And then the housewife reads the explanation: "Here's a can-full of scrub brushes in powdered form that will scour and clean where an ordinary scrub brush won't reach."

THIS HEADLINE PIQUES PEOPLE'S CURIOSITY

"Soup won't lubricate your motor" is a startling headline. There is an illustration of the front part of an automobile and a large bucket marked "Soup." Whatever can this mean? The headline with its picture has stimulated your immediate curiosity, and you read:

"Lubricating oil which has been cut by raw gasoline leaking past the rings, or has lost its body under the heat and friction of running, is called 'Soup.' Any oil can become 'soupy' in time—the real question is, how much 'soup' do you start with?" The writer of this headline kept the artist and his problems in mind, as well as the necessity of starting the reader off with a natural desire to make a discovery of his own.

"The Thrilling World That Lies Beyond the Hills" is a pictorial headline, charged with romance and the true spirit of adventure. The canvas is spread for a story in illustrative form: the man, wife and child, cooking the evening meal, in camp, in the mountains,

their faces illuminated by a crackling fire.

This is a characteristic General Motors blend of words and picture to form one complete unit at the very inception of the message. It is easy, now, to relate:

"Your grandfather in his buggy traveled no faster than Caesar; in individual transportation he was almost as limited as a citizen of Rome. Suddenly, the automobile—and our generation is unshackled! With the car, miles shrivel up into minutes, and the humblest family leaves its doorstep to own the continent."

The copy, as well, seems to be made up of zestful headlines, such as that fine phrase, "Miles shrivel up into minutes," and "Leaves its doorstep to own a continent"!

In a Vacuum Oil Company page we find an unusual illustration (one of a connected series wherein animals, birds, etc., are made to serve as symbols). Above the automobile camper, as he rests in a glade, rises a gnarled old tree trunk, into a hole of which a squirrel is taking hickory nuts. What connection can this have, as interesting as it unquestionably is, pictorially, with the product?

The headline reads: "Emergency rations for your engine," and the light begins to break. The text continues the explanation with: "The past two years have proved that the sealed quart can of Mobil-oil is as truly an emergency protection as a spare spark plug or an inner tube, and as truly a motor camping necessity as a water bucket or a can of beans."

Here is an illustration of a tramp examining with glee a dime which he has come upon by accident. The product advertised is Timken Bearings. The headline, "Thin Dimes," seems quite inexplicable. Yet the advertiser is well within his rights, since headline and picture form a complete and logical chain hooking on to the following copy:

"Simply passing from hand to hand, dimes wear out. This lightest of human contacts wears metal. Yet you rarely see silver dollars noticeably thin. Why?

Because the same amount of contact which wears the little dime is distributed over nearly four and one-half times the area on a dollar. The more area the less wear any one part of the area must withstand. Precisely this thing is also true of Timken Bearings."

A factory in the distance, and three dismal figures, manacled, helpless, sneak sullenly away. They are marked Corrosion, Rust and Stain. The picture is for a stainless steel and iron display, and the headline automatically pictures the story: "Defeating the Enemies of Steel and Iron."

PHOTOGRAPHIC WORDS

There is a way of selecting words which, in themselves, create mental illustrations, before the artist has ever touched pen or brush to paper. In a measure, they are sentimental or highly dramatic.

Turning from type to picture, the sympathetic relationship is agreeable to the reader. It is so complete and so neatly welded. With this wedded thought in operation, the task of the copy writer is made considerably easier. The flow from headline and illustration, into the opening lines of the message, is tranquil. Take as an instance of this a Rogers silver advertisement carrying the headline, "The Duncans entertain tonight."

The illustration is of a home scene, with a charming meal in progress, and the first paragraph of text runs in this vein:

"Along the moonlit driveway the motor cars come crooningly to a halt. Under the trees and across the lawn there are gay laughter and the bright film of summer frocks. Ice clinks cheerfully against cool silver pitchers. Salads and sandwiches and cakes are served . . . oh, so effectively! A famous host and hostess, these Duncans. They 'do it well' because they have the things to do it with."

"Sunday-night suppers back home—remember 'em?" is a heartening headline, bringing to mind at once the illustration. Father is about to carve a chicken; the table groans with goodies. Even in

THE NEWS OF HARPER'S BAZAR

OCTOBER 1st, 1925

in Lineage...

in Advertising Revenue...

The October
HARPER'S BAZAR
is the largest issue
ever published



Harper's Bazar

♦ IN LONDON

50c

10fr. IN PARIS

"A CLASS MAGAZINE IN A CLASS BY ITSELF"

those days, Snider's Catsup was served. Observe to what extent the copy makes a serial story of headline and picture:

"Hired girl gone to church. Sis and me doing rough-and-tumble catering with the cold chicken and preserves. And Dad, the champion carver, with his 'Where's the Snider's?' My, but food used to taste good! Made me think of it the other night in the Waldorf Grill."

"Between you and unknown roads" constitutes a fruitful headline for the artist, as it is used in connection with Firestone Balloon Tires. A motoring party has made its start on a scenic highway, but in the background looms a phantom panorama of many places and numerous kinds of motoring highways.

"Try this when you can't sleep" is a headline which dictates a picture of a weary man, in bed, counting the inevitable sheep as they pass in hazy review. This Mifflin Alkohol headline picture paves the way for direct selling arguments, while starting the reader off with a receptive smile.

Headlines of this character give the artist something to work on. They stir the imagination and make it almost impossible to end up with an ordinary illustration.

Has "My Wife's" Salad Dressing Account

Fred Fear & Company, Brooklyn, N. Y., maker of "My Wife's" salad dressing, have appointed Harold D. Menken, advertising, New York, to direct their advertising account. A campaign is being prepared which will use Sunday newspapers in about thirty cities.

Standard Motor Truck Company Advances R. E. Anderson

R. E. Anderson has been appointed advertising manager of the Standard Motor Truck Company, Detroit. He has been with this company for the last two years. Prior to that time he had been assistant advertising manager of the Federal Motor Truck Company.

Mineralava Account for Jamieson & Company

Scott's Preparations, Inc., New York, maker of Mineralava, has placed its advertising account with Jamieson & Company, New York advertising agency.

Carson Pirie Scott Buys John V. Farwell Company

Carson Pirie Scott & Company, Chicago department store, have purchased the entire business of the John V. Farwell Company, of that city, wholesale dry goods house. While the amount of the consideration was not announced, it has been estimated that Carson Pirie Scott & Company have purchased \$5,000,000 in merchandise outside of the good-will and business organization. About 2,000 employees are involved, who, after October 10, will come into the firm of Carson Pirie Scott & Company. Few changes are predicted as the new owners intend to operate the Farwell company from its present location.

The Farwell company has been a Chicago institution for over seventy years as it was founded by the father of the present head of the executive board, John V. Farwell, in 1852.

Dr. E. F. Gay to Address Boston Export Round Table

"The Practical Relationship Between a Foreign Debt Problem and Our Foreign Trade," will be the title of the talk to be given by Dr. Edwin F. Gay, of Harvard University, before the dinner conference of the Boston Export Round Table, to be held on October 2. Henry H. Morse, chairman, will preside.

Thomas O'Brien with Reo Motor Car Company

Thomas O'Brien has joined the sales staff of the Reo Motor Car Company, Lansing, Mich. He was formerly with the Olds Motor Works, also of Lansing, first as advertising manager and then as assistant sales manager. Prior to that, he had been with Willys-Overland, Inc., Toledo, Ohio.

H. J. Donohoe with Archer A. King, Inc.

Herbert J. Donohoe has joined the New York staff of Archer A. King, Inc., publishers' representative. He was recently with the Brewster Publications, Inc., Brooklyn, and was formerly with Rufus French, Inc., New York.

Stove Account for Nelson Chesman Agency

The Charter Oak Stove and Range Company, St. Louis, Mo., has placed its advertising account with the St. Louis office of Nelson Chesman & Company, advertising agency.

W. F. Taylor Joins The Mennen Company

W. F. Taylor has been appointed sales promotion manager of The Mennen Company, Newark, N. J., toilet requisites. He was formerly with Thomas A. Edison, Inc., Orange, N. J.

What Price Coverage?



If you lay your hand across an 8x7 map of the United States you cannot completely cover the entire country.

Florida will stick out in the lower right-hand corner, you are sure to miss at least one-quarter of Oregon, and Maine may be left out altogether.

The same thing is true of any advertising appropriation. You cannot completely blanket the United States—it is impossible.

No single magazine — no group of magazines — is big enough or powerful enough to go everywhere and be read by everybody. But you can come very close to it if you use "The Necessary Two Million+"

TRUE STORY'S two million, added to whatever else you are using, minimizes duplication, because it is a one-field magazine — and the only magazine in that field.

Just as TRUE STORY cannot be successfully imitated, so this field cannot be reached successfully unless TRUE STORY is used.

Is any price too great to pay for coverage? Perhaps—but no publisher would dare charge that price.

You will find that TRUE STORY'S rates not only compare favorably with the rates of other publications, but they are lower than most.

True Story

"The Necessary Two Million+"

"GREATEST COVERAGE—LOWEST COST"

Have you noticed How the RADIO situation has changed in New York?

THE whole situation of Radio advertising in New York has changed during the past eight months. Papers which at first played up Radio as a novelty of the experimenter are no longer productive of sales now when Radio demands responsive circulation and treatment as a commercial commodity to be sold on the same principles as Furniture, Clothes, Musical Instruments or anything else.

The New York market is estimated to yield \$100,000,000 of Radio sales in 1925. It is too big a market to be experimented with. Papers of tested selling power must be depended upon to yield the volume of sales required in the face of increasing competition.

Notice how they are reaching their public:

During the first eight months of 1925 the New York Evening Journal made a greater gain in Radio advertising than any other newspaper in New York—morning, evening or Sunday.

Why?

Responsive circulation that reaches 43 out of every 100 people who buy any New York evening newspaper. A full page of Radio News daily and a Mid-Week Radio Section of three to eight pages. Radio in non-technical language. Over 4,000 columns devoted yearly to advance interest in Radio!

NEW YORK EVENING JOURNAL

Largest evening circulation in America. Doubtless the best.

FIRST 8 MONTHS OF 1925

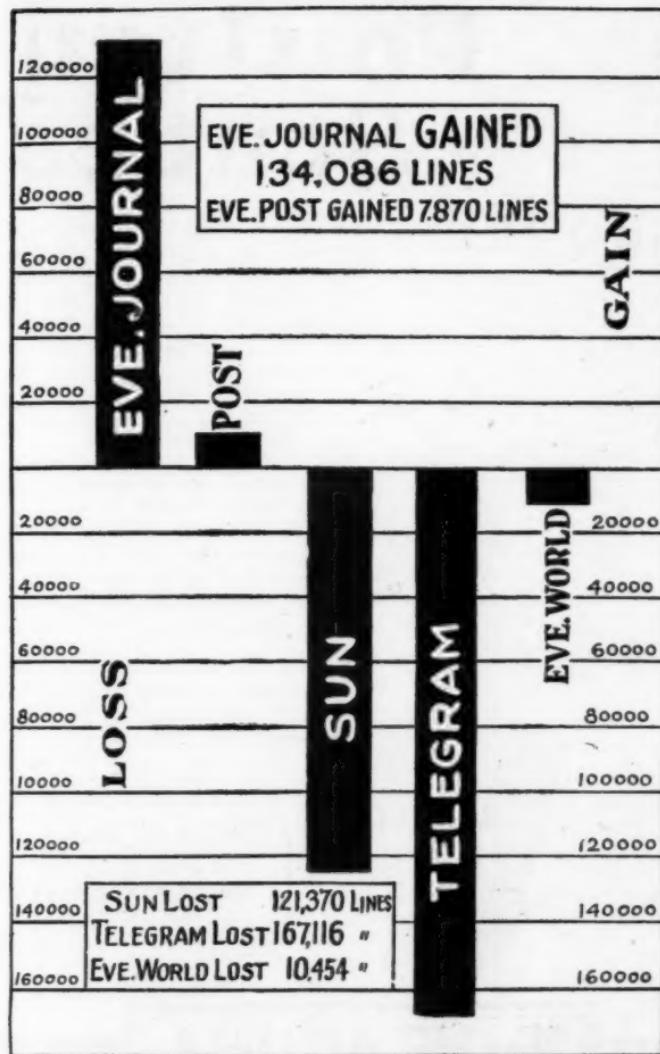


Chart based on Evening Post statistics

EWING JOURNAL

Double the second New York evening Newspaper.

One of the Country's big Poultry States

PROOF

- 1- Oklahoma's poultry flock totals 11,614,851 —ranking 13th among all states.
- 2- Oklahoma raised 16,817,261 chickens in the last census year, exceeding California's production by over 30%.
- 3- 92% of all Oklahoma farms have poultry.
- 4- This rich poultry state has only one farm paper.



Oklahoma, where the climate is almost ideal for poultry raising, is an important market for chick feed, oyster shell and all poultry supplies. Here the poultry advertiser has for his actual prospects 92 out of every 100 farmers. These farmers receive each year \$9,556,000 in extra money from sales of chickens and eggs.

It is significant to advertisers that the Oklahoma Farmer-Stockman is high in reader interest to hatcherymen and all farmers having poultry. Each issue of this farm paper contains instructive articles on hatching, brooding, feeding, housing, sanitation or flock management.

Besides this unusual reader interest the Oklahoma Farmer-Stockman has the great sales advantage of being Oklahoma's *only* farm paper.

OKLAHOMA
5th among all
states in value
of all 1924
crops

Carl Williams
Editor

**The OKLAHOMA
FARMER-STOCKMAN**
Oklahoma City

Ralph Miller
Adm. Mgr.

E. KATZ SPECIAL ADV. AGENCY:
NEW YORK CHICAGO KANSAS CITY ATLANTA SAN FRANCISCO

Now Let's Abolish a Few Wasteful Practices

They Exist in Every Organization

By H. D. Arthurs

I DON'T believe there is a sales force in which not a single bad practice exists. The sales manager who solemnly assures one that his is free from them is probably in a most precarious position, because he is fooling himself. Either that, or he is a very poor searcher for pennies and nickels.

During the last several decades, sales methods in America have developed in such a way that certain practices have come to be regarded as essentials. And yet it is a question whether they really are essentials, or whether they are even good for the buyer who supposedly profits by them.

Suppose we just hit around among a few of the high spots and look at a few very common trade practices and see what would happen if they were abolished.

Get into the wholesale grocery business for a moment. Under the guise of "service," jobbers have come to the point where they groan under the load and expense of the "broken package department." One jobber told me in 1924 that it cost him \$40,000 to operate his broken package room. That \$40,000 came out of what would otherwise have been profits. True, he is a large wholesaler. But large as he is, he couldn't afford to drop that sum. He knew it and yet he felt he couldn't stop filling broken package orders because it meant abandoning a service which his competitors were giving.

All right—call it a service if we will. That does not alter the fact that while the average jobber feels he has to do broken package business because his trade demands this service, it is questionable whether any single thing which has been foisted upon the retail grocer or which has been invented by him and foisted upon

the jobber, has done the legitimate retailer as much harm as the broken-package system.

It has meant the springing up of thousands upon thousands of retail grocers who are incompetent, who are insolvent, who have no capital with which to operate and no experience which should fit them to succeed in the business of distributing food. What is the result? They struggle on a few months or a year or so, depending on the amount of money they have to lose. And then they drop out. But while they have been losing their capital, they have been making conditions intolerable for the grocer who can operate his business along sound lines and wants to do so.

The wholesaler and retailer should both realize that the jobber is a distributor in quantity lots and that the retailer retails those quantity lots. The moment the jobber goes into the broken package business, he is encouraging unwholesome competition among retailers.

MORE COURAGE REQUIRED

Such a policy only muddies the water for those men who have put into their business the money and experience which is necessary. I don't know of a jobber who really believes in the broken-package system, but there are very few who have the courage to stop it and let the broken-package business go where it will.

Another common trade practice has to do with the manufacturer whose costs commence to rise. He needs more for his goods. He feels an advance in price is necessary.

"Well," his sales force echoes, "maybe you're right. Maybe we can't manufacture as cheaply as So and So. Maybe we've got to get more money. But you know

what is going to happen to all our nice business. We'll slip right back and lose all that we have spent thousands in advertising and years of effort to get. So and so will load the trade at the old price. And then we will try, a few years from now, to get back what we threw away."

Sometimes, I wonder if there is an adding machine in the world big enough to add up the sums of money which have been lost because the heads of businesses have listened to the men they employ to sell goods—listened to them and agreed, because of their arguments, to sell for less than they knew they could afford to sell.

Recently I was talking with a wholesale grocer from Florida. He has made money and is making money. He did not always make money. For several years, he struggled with competitive conditions. He told me that he listened to the sad stories of his men, stories about what his competitors were doing. He knew that at such prices competitors were losing money, but he felt that he had to stay in the running so he undertook to lose money, too. And he did lose money for a year or so.

HE ADOPTS A NEW POLICY

Then, one day, he made up his mind that if his salesmen could not bring him business at a profit, there was no use carrying them any longer. So he called them in and gave them a new price list. He told them that that list was the minimum. They told him it couldn't be done.

He told them that in that case, they might as well save their time and need not go back on their territories. He assured them that those were the lowest prices at which he would sell—that any man who wanted to return to his territory could do so with that price list. Any man who wanted to stay home, could do so. Either way, there would be no hard feelings.

Every man went out on Monday morning. It is true that there was a considerable falling off of volume. But at the end of the

month, while there was a loss, it was not a large loss, and the men had come to learn that the boss meant business. Then they got to work. Inside of three months, they had turned the corner. Since then, that house has been showing healthy profits each year.

In this case, it was simply a matter of the boss being unwilling to put up any longer with the arguments of salesmen that the house had to meet the other man's price, whether that price was real or fancied.

Then there is a little different case—that of a manufacturer who did business for years in certain units. Gradually, over a period of time, a new item would be added—not a new line or a new production, but just the same old thing packed in a little different way, in a little different quantity.

From the old size minimum unit of a gross, the half-gross case was evolved. And then in a certain territory, a certain salesman learned that if he had the goods packed twelve in a box, many more dealers would buy. They had caught the turnover idea and were working it overtime.

Then, not long ago, the house found that for three years its profits had been going down and down. Its manufacturing cost per unit was favorable. But the gross selling cost was plainly all out of line. In this particular business, packing for shipment was included in the gross cost to sell. And one of the items that stood out was the big expense of packing for shipment.

The study of this item brought to light the fact that whereas several years ago 100 orders, picked at random going through the house, had averaged over three gross per order, at this moment, the average of the first 100 orders picked up was under one gross. In other words, it took three times as much office work and office expense to do a given volume today as it did a few years ago. The line is well known, well advertised and well sold. It is a good line, put out by a good house. But when the management announced that one of two things

A-C Elec'l Mfg. Co.
Acme Wire Co.
Aero Products, Inc.
Aero-Magnet Corp.
Air-Way Elec Appl. Corp.
All-Amer. Radio Corp.
Allen Bradley Co.
Alter, Harry Co.
Amer. Bosch Magnetic Corp.
Amer. Elec. Co.
Amer. Insulator Corp.
Amer. Specialty Co.
Amplion Corp. of America
Amoroso Mfg. Co.
Amso Products, Inc.
Andrea, F. A. D.
Anylite Elec. Co.
Apco Mfg. Co.
Art Novelty Co.
Auker-Kent Mfg. Co.
Astral Radio Corp.
Audifola Radio Co.

Bakelite Corp.
Benjamin Elec. Mfg. Co.
Better Radio Products
Bodine Elec. Co.
Bosworth Elec. Mfg. Co.
Branch Tool Co.
Branda, C., Inc.
Braun Co., W. C.
Bridgeport Hardware Mfg. Corp.
Brighton Laboratories, Inc.
Brooklyn Metal Stamping Co.
Buckingham Radio Corp.
Burn Bros., Inc.
Butts, Inc., C. W.

C. E. Mfg. Co.
Charlotte Furniture Co.
Cleartone Radio Co.
Connecticut Tel. & Elec. Co.
Conneway Elec. Laboratories
Coto Corp.
Crescent Braid Co.
Crosley Radio Corp.
Crowe Name Plate & Mfg. Co.

Dawn Radio Corp.
DeWitt-LaFrance Co., Inc.
Distintions Radios, Inc.
Dubilier Condenser Radio Co.
Duplex Condenser & Radio Corp.
Durham & Co., Inc.

Eby, H. Mfg. Co.
Economy Screw Corp.
Electrad, Inc.
Electric Storage Battery Co.
Electrical Products Mfg. Co.
Epon Corp.
Equitable Radio Corp.

Federal Radio Corp.
Federal Telegraph Co.
Fibros Insulation Co.
Fishwick Radio Co.
Flash Radio Co.
Florentine Art Productions, Inc.
Forbestos Co.
Fore Electric Mfg. Co.
Freed-Eisenmann Radio Corp.
French Battery Co.
Freshman Co., Chas., Inc.
Furnell Mfg. Corp.

Gano-Kramer Co., Inc.
Gardiner & Hepburn, Inc.
Gavitt Mfg. Co.
General Electric Co.
General Radio Co.
Goerdes Co., Fred W.
Gould Storage Battery Co.
Goyer Co.
Greco, H. & Co.

Harponola Co.
Hart & Hegeman Mfg. Co.
Holloway Battery Co.
Hill Mfg. Co., A. E.
Hood Rubber Co.

Indiana Mfg. & Elec. Co.
Interstate Elec. Co.
Irving Radio Corp.

"R.R."

—not always
"Railroad"

Nine months ago advertising agencies, advertisers, radio dealers and jobbers and we ourselves used the term "Radio Retailing."

Today it goes by the pet name "R. R." in most places.

"R. R." just got close to its 35,000 readers because of its interest. (More than 10,000 paid subscribers have been enrolled in the nine months it has been published.)

"R. R." just got close to its advertisers because of results, so that last month's advertisers grew in numbers to—well, note the numbers—and the quality in these two columns of advertisers:

Radio Retailing

Tenth Avenue at 36th Street
New York

A McGraw-Hill Publication

Jewett Radio & Phonograph Co.
Jones, Howard B.
Jones, Jos. W. Radio Mfg. Co.
Kellogg Switchboard & Supply Co.
Kelsco National Mining Co.
Kennedy Corp., Colin B.
Kodel Radio Corp.
Korach Radio Co.

Langbein & Kaufman Radio Co.
Liberty Elec. Corp.
Lincoln Radio Corp.
Ludwig Hommel, Inc.

Machine Specialty Co.
Magnavox Co.
Martin, Giesen Co.
Marvol Radio Corp.
Metropolitan Elec. Co.
Metropolitan Eng. Service Co.
Meyer-Kiser Corp.
Mohawk Corp. of Ill.
Monomith Bros. Co.
Mu-Rad Radio Corp.
Murdock Co., Wm. J.
Music Master Corp.
Musselman, A. J.

National Carbon Co.
National Radio Exposition
National Vulcanized Fibre Co.
Naxon Elec'l Laboratories
Ohio Stamping & Elec. Co.

Operadio Corp.

Patent Elec. Co.
Parcells & Co.
Pathé Phonograph & Radio Corp.
Pfanstiehl Radio Co.
Phenix Radio Corp.
Philadelphia Storage Battery Co.
Poolay Co.
Prelis Radio
Premier Radio Corp.

Radio Corp. of America
Radio Master Corp. of Amer.
Radio Products, Inc.
Radio Trade Directory
Radio Units, Inc.
Rathbun Mfg. Co.
Reichmann Co.
Rome Corp.
Ross Wire Co.

Saal Co., H. G.
Sangamo Elec. Co.
Sattler Tool Co.
Scranton Glass Instrument Co.
Shamrock Mfg. Co.
Sherman Mfg. Co., H. B.
Sickles Co., F. W.
Slagin Radio Co.
Sleepier Radio Corp.
Snyder, Homer P. Mfg. Co.
Stafford Radio Co.
Stelinite Laboratories
Sterling Mfg. Co.
Stewart-Warner Speedometer Corp.
Stromberg-Carlson Tel. Mfg. Co.
Superior Mfg. Co.
Sun Mfg. Co.

T. B. H. Radio Co.
Teagie Company
Thermodyn Radio Corp.
Thompson, Mfg. Co., H. E.
Timmons Radio Products Corp.

United Engines Co.
United Radio & Elec. Corp.

Valley Electric Co.

Washburn Burner Corp.
Wells Radio Mfg. Co.
Weston Elec. Inst. Co.

must happen—either the minimum order must be put at two gross and the great variety of small packages must be done away with, or else a certain amount of money had to be taken out of the advertising and salesmen's budget, consternation reigned.

The management purposely put it up to the sales department, because it wanted the sales department to establish the policy. It put before the sales organization the facts and figures. It assured the salesmen that the saving was vital. Also that it could be made either way the force saw fit.

After tremendous discussion and protest, the salesmen decided that it would be better to eliminate the smaller packs and do away with the tiny orders than it would be to trim on the consumer advertising and trim down salesmen's commissions. Obviously, the sales force would decide that way.

But if the house had arbitrarily made the new ruling, the sales-force would not have accepted it with nearly the same grace and enthusiasm with which it did under the actual circumstances.

Now, this new condition was brought about with but a minimum of difficulty. Here and there, an irate buyer had to have the whole thing explained to him, but there was right and reason back of the firm's action. Sound business dictated the elimination of unsound practices.

I could continue with horrible examples for page after page, but this article is not meant to be a roll call of bad business practices which have crept into the selling end of business. Whole articles could be devoted to unnecessarily large consignment stocks, warehouse stocks in too many places, shipping in minimum cars when the quantity could be doubled and much freight saved, protecting in the event of an advance, unreasonable protection in the event of a decline, overly generous supplies of samples, accepting returns—the 101 things which, in the aggregate, go to make selling so expensive that often what would mean a sizable annual profit is drained away.

When one comes to analyze these practices, step by step, and practice by practice, and undertakes to study the motive which prompted the introduction of the practice, the final analysis generally shows that it resulted through inferior salesmanship and inability to get business without feeling obliged to resort to the practice of giving something away.

Then, in the end, all these things are added into one lump sum and make for what amounts to a prohibitive merchandising or selling cost. And when all these things become overly burdensome, the board of directors usually starts to take it out of the advertising appropriation. And this is often unwise and unfair to the house. But there it starts. That is why sales managers can well afford to analyze their entire business from the time the goods are laid on the floor, ready to sell, and study the complete process.

Keeping the selling cost free from wasteful practices and keeping it clean and wholesome is a good deal like keeping a street clean. No matter how clean it is the first thing in the morning, within an hour it starts to get littered up. Left to itself, within a day, it is disreputable. Left alone for a week, it becomes practically impassable. It is a case of not only getting clean, but keeping at it, day after day and week after week and knowing that there is always something to be done in the way of making moves toward sounder economy in that end of the business which is most inclined to become cluttered up with expensive practices. It is especially necessary to watch for practices which, on the face of things, are very inexpensive, but, which, in the aggregate, make for a cent here and a cent there and in the end amount to 1, 2 or 3 per cent on the total volume of business.

It is the elimination of these things and the constant effort to eliminate still more which will gradually bring many a company into position where it can stand up and hold its own against competition.

An Announcement

THE Chicago Evening American on Friday, Sept. 18th, started publication in its columns of the first of a series of articles that will, we believe, prove unique in the history of advertising.

These articles, written by one of the foremost merchandising men in America, have for their background a plan far more courageous and far different than any newspaper has attempted before.

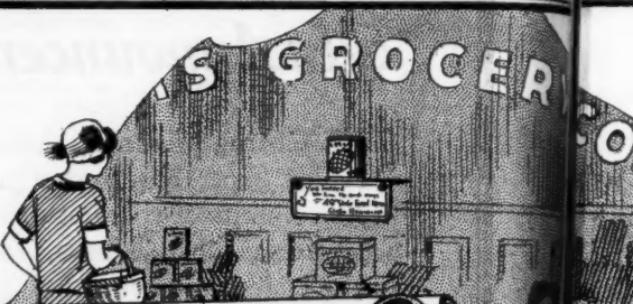
The first page in the series has already been mailed to a list of advertising executives. If you do not receive it and feel that you would like to follow this unusual campaign we shall be glad to add your name to the mailing list. Address the Advertising Director

CHICAGO AMERICAN

A good newspaper

*Largest Circulation of any Chicago
Evening Paper and Third in America*

COMPLETING THE CIRCLE



yes, indeed.
we have the good things
mentioned in the
49th State Food News
published Friday in the
Globe-Democrat

GROCERS and delicatessen proprietors in St. Louis have enjoyed the results of *Globe-Democrat* sales-assistance long enough to know how the articles and advertisements in our Food Pages bring interested customers to their counters.

Naturally these retailers are eager to identify their stores with the 49th State Food News (published each Friday as a part of the *Globe-Democrat*).

Here's an instance—a little thing with big significance.

These St. Louis grocers display metal shelves on which they feature, from

St. Louis **Globe** - **D**
Biggest Sales influence

F. St. J. Richards - - - New York
Guy S. Osborn - - - - Chicago
J. R. Seclaro - - - - Detroit

AT THE POINT OF SALE



week to week, the food items mentioned in our columns.

Your items are there if you are helping to advertise them through the *Globe-Democrat*.

Yes, we furnish these shelves—neatly enameled and ready to install. . . . That's a part of our co-operation.

It's just a smaller phase of our famous plan of *Globe-Democrat Tie-up Window Displays* which have done so much to make advertising more effective.

A special portfolio—a most interesting one—explains and illustrates this plan. We still have a limited supply on hand.

Democrat
Influence in The 49th State

C. Geo. Kregness - - San Francisco
Dorland Agency, Ltd. - - - London

! In
• Kansas City's
ONLY
Gravure Section

— Quality appeal
meets reader interest

Kansas City
Journal - Post
Gravure Advertisers
Get RESULTS
Every Ad
Next to
Pictures

Kansas City Journal Post

VERREE & CONKLIN

New York Chicago Kansas City Detroit San Francisco

Advertising Helps C-It Corporation to Identify Distributors

Manufacturer and Jobber Join Hands in Newspaper Campaign to Promote Sales

By G. A. Nichols

THE C-It Products Corporation, of Moline, Ill., is running a series of advertisements in New York, Pennsylvania, Ohio and Michigan newspapers over the names of jobbers who are distributing C-It—a preparation for cleaning windows and glassware.

This announcement, when analyzed in the light of current jobbing developments, particularly in the grocery field, will at once be seen to be interesting and significant.

"We have no difficulty in convincing the jobber of the benefits of newspaper advertising," E. R. Wade, manager of the corporation, tells *PRINTERS' INK*.

Mr. Wade could not have made such a statement a few years ago. But recent experiences have convinced the average grocery jobber that he needs a great deal more than merely to have a place of business and be in a position to distribute merchandise to his trade. He is realizing that he must have quick-moving merchandise and that this logically means advertising.

The manufacturers of C-It are using newspaper advertising in another and still broader sense. This is to enable the fundamentalist jobber successfully to combat the competition that has sprung up in the form of the so-called cash-and-carry jobbing houses, which have grown strong in Detroit, as in other marketing centres.

It is the C-It Products Corporation's idea that the retailer should know the type of jobber who is soliciting his business, and that the manufacturer should attempt to make the distinction clear in advertising. In Detroit the company's newspaper advertising is done over the names of Lee & Cady and the National Grocer Company.

"From the wholesale grocer's point of view," said Mr. Wade,

"business in Detroit is in rather a sad state. The chain stores are in such a strong position there that the grocery jobbing business, in so far as the city is concerned, is divided into two distinct classes. In the first class are concerns such as Lee & Cady and the National Grocer Company, which conduct their business along the usual lines of credit, service and delivery. In the other class are jobbers who do various forms of cash-and-carry business.

SELLS SERVICE JOBBERS ONLY

"In introducing a new product it seems to us that the cash-and-carry jobber can have only a moderate influence. Consequently, we have availed ourselves of our privileges and have refrained from doing business with them. We naturally want our goods to be handled by concerns that will give our advertising a real opportunity to do its work and that will therefore enable us to have proper distribution to the better class of the grocery trade. Inasmuch as the supply of our product is limited in Detroit to the two jobbers whose names appear in the advertisement, we have deemed it good business to so notify the trade. We want every grocer in the Detroit district to know exactly where they can purchase our goods.

"In Detroit it happens that we have two distributors. In other cities we may have only one. But in either event it is obviously important that the retailer be kept informed as to the name and location of the jobber with whom we have business relations."

There are plenty of manufacturers who will not agree with Mr. Wade's characterization of the cash-and-carry jobbers as being a negligible influence in the present day distribution scheme. In fact

a number of them go so far as to tell PRINTERS' INK that the cash-and-carry jobber is the logical medium for distributing advertised goods now that the retailer has formed the habit of buying in such small quantities. Several argue, and not without a show of reason, that the cash-and-carry jobber from the very nature of things must have merchandise that moves quickly.

This means that he will favor advertised brands, even though he may not make as much profit on the unit sale as he does on private brands. What he needs, and what he positively must have, is turnover on substantially the same basis that the retailer is now trying to get. If there is any advantage to the retailer in buying goods in small quantities, paying cash for them, and getting a close price in lieu of the service in the way of delivery and credit which the conventional distributor gives him, it naturally follows that similar considerations ought to work out for the jobber.

On the other hand, manufacturers such as F. D. Bristley, vice-president of the Royal Baking Powder Company, argue that there is a natural limit to the cash-and-carry dealer's sphere of influence and activity because of the fact that so large a proportion of the country's business is done on credit. Mr. Bristley told the National Chain Store Services Association at Chicago, recently, that in his estimation their growth is automatically held down for this very reason. He cannot see, credit conditions being as they are, how the cash-and-carry retail stores can under any circumstances maintain more than one-third of the country's business in food production. In other words, there will be two service stores to one of the chain store type where the customer pays cash and waives service that he may get merchandise at a lower price. Manufacturers express the opinion to PRINTERS' INK that the segregation of the service jobber and the cash-and-carry jobber must necessarily be about in the same proportion.

There is, of course, one feature

of the cash-and-carry jobber system which is rather difficult for the manufacturer. It is that the jobber of this type is likely to be comparatively small and of limited influence. In other words, the manufacturer dealing with him may have to carry the investment and keep merchandise moving to him in continuous procession. This sort of jobber then acts as a mere distributor or intermediary for the manufacturer's goods and is not at all fulfilling the stated functions of the jobber, which, after all, is his main excuse for being on earth.

THE JOBBER'S MELTING POT

Taking an unbiased view of both extremes, it may as well be said that the jobbing situation just now is in the melting pot. Just what will be fashioned out of it all is a matter of conjecture in which one guess is just about as good as another. Meanwhile, there is practical unanimity in the thought that if the jobber, no matter what class he may be in, is going to be used at all, the manufacturer can well afford to cooperate liberally with him in an advertising way.

The C-It company, adhering to this view, plans and places the advertising and also pays for it. In lieu of bearing his proportionate share of the cost, the jobber agrees in advance to undertake to get and maintain a 50 per cent distribution for C-It in his territory. If, after a fair trial, the jobber fails to deliver the requisite volume of business, or to show signs of being able to deliver it, the company reserves the right to cancel the advertising.

But in substantially every case the jobber is eager to avail himself of the opportunity. Getting the valuable advertising without charge in this manner is an incentive for him to push his sales efforts so as to become fully entitled to it and to keep it. He very properly regards it not only as a direct means of selling the product and thus adding to his profits, but of getting a great deal of indirect benefit through being designated in the newspapers as the sole distributor

Detroit News Again Overtops New York and Chicago Media

21,203,644

*Lines of Advertising
First Eight Months 1925*

This great total marks a new record for The Detroit News with 1,436,162 lines ahead of the first eight months of 1924—the year in which it established a world's record in total advertising. This total also places The Detroit News again at the head of ranking newspapers of large metropolitan cities with 1,592,890 lines ahead of its nearest contemporary, The Chicago Tribune. This great achievement of The Detroit News once more emphasizes the wonderful prosperity of the Detroit field and the ability of The News to cover it thoroughly in a manner unequalled by any other newspaper in any city of Detroit's size or larger.

*Standing of the First Five
Newspapers of Large Metropolitan
Cities First Eight Months of 1925*

DETROIT NEWS.....	21,203,644
Chicago Tribune.....	19,610,574
New York Times.....	17,334,054
Los Angeles Times.....	17,021,284
Washington Star.....	16,286,922

The Detroit News

Greatest Circulation, Week Day or Sunday, in Michigan

of C-It in that town or district.

The whole circumstances, of course, bring up the thought that if the jobber means anything to the manufacturer, the manufacturer cannot leave to him all the burden of the selling. The grocery jobber is having a hard time of it these days and no mistake. An official of a firm distributing a certain specialty through the grocery trade tells PRINTERS' INK it is his conviction that it will not be a great while before the wholesale grocer will entirely cease to function except as a means of distributing goods to small retailers distinctly of the neighborhood variety. He bases this prediction on the growing power of the chain stores.

"Eventually," this manufacturer says, "the larger and better independent retail stores will be banded together into group buying organizations, thus eliminating the jobber and enjoying the benefits of quantity purchases."

He might have added that a great number of the larger retail stores, grocery stores at least, have already allied themselves with the co-operative buying proposition. The thing is growing fast because the retailers see in it their only hope of being able to compete with chain store prices on anything like an equal footing.

Speaking of chain stores, though, it is in order to state that their influence in the jobbing situation has been considerably over-estimated. There will be nothing like general agreement with the statement made by the manufacturer just quoted. It may be possible that the jobber as such will disappear in time. But his function will remain. A certain element in distribution may be crushed out and then the function has to be performed by somebody under another name.

The chain stores do not buy from the wholesale grocer. Nevertheless, they have set up their own wholesale houses, although not calling them by that name. They may have certain economic advantages over the conventional grocery jobber. But the chain store distributing house is in actual

practice a genuinely functioning wholesale house which has most of the regular jobber's expense and many of his worries.

Likewise, as retail buying exchanges grow, the promoters find that they take on more and more the functions and practices of an independent wholesale grocery house. In time the operating cost mounts to a point where the advantage over the independent jobber may be more or less a matter of imagination.

Call him by whatever name you will, the wholesale grocer is going to be here for a long time.

If he should go, what about the multitude of smaller dealers that, after all, mean so much in the country's distribution scheme? Where are they going to get their goods in quantities that they can use with proper regard to turnover? Here is where the cash-and-carry jobber seems to have an important part.

Numerous manufacturers, of whom the C-It Products Corporation is one, look upon the jobber as the only source of supply in many lines for this class of dealer. Consequently they are going about it seriously to extend some real advertising help to the jobber—a very wise thing to do under the circumstances.

Additions to Macfadden Publications Staff

J. Milton Lent and Dayton Crowell have joined the advertising staff of the Macfadden Publications, New York. Mr. Lent is representing *Movie Weekly* and Mr. Crowell will represent *Sport-life*.

Leo J. Trotter has also joined the Macfadden Publications, as advertising representative of *Dream World*.

Mamaroneck "Times" Appoints Ingraham-Powers

The new Mamaroneck, N. Y., *Times* has appointed Ingraham-Powers, Inc., publishers' representative, New York and Chicago, as its national advertising representative. The first issue of the *Times* will be published on October 1.

British Empire Steel Company Advances C. E. Gausden

Claude E. Gausden, formerly export manager of the British Empire Steel Corporation, Montreal, has been appointed manager of steel sales.

“A House a Day” in a Dull Month!

AFTER a busy selling season, the following letter was received from Mr. George Serper, of George Serper & Co., paying a tribute to THE WORLD as a Real Estate advertising medium:

In March we took charge of the sales of a development in Jackson Heights, L. I., known as 26th, 27th and 28th Streets, north of Jackson Avenue, with prices ranging from \$10,500 to \$18,000.

We used your newspaper to bring our proposition to the attention of the public, and the success achieved, as a result, speaks for itself. Namely, we have since then disposed of eighty-three (83) houses amounting to one million one hundred and fifty thousand dollars (\$1,150,000). In July, alone, ordinarily a slow market in the real estate field, we sold houses at the rate of one house a day. We feel that we would be ungrateful if we did not express our appreciation for your valuable assistance.

Any newspaper that can sell homes, can sell everything that goes into these homes—from food to furniture, rugs to radio.

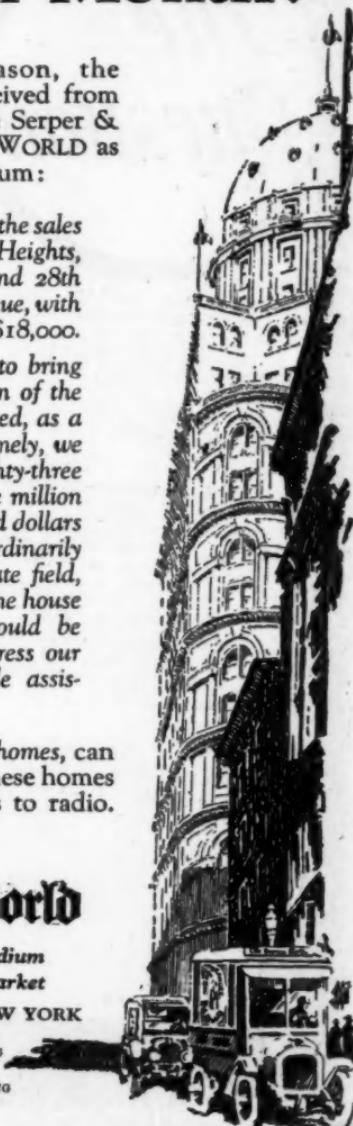
The  World

*The Three-Cent Quality Medium
of America's Greatest Market*

PULITZER BUILDING :: NEW YORK

TRIBUNE TOWER TITLE INSURANCE BUILDING
CHICAGO LOS ANGELES

TERMINAL SALES BUILDING CHAMBERS BUILDING
SEATTLE SAN FRANCISCO



Oct. 1, 1925



The Question



July 16th, 1925.

Mr. Chas. S. Hart
 Business Manager
 Elks' Magazine
 50- E. 42nd Street
 New York City, N.Y.

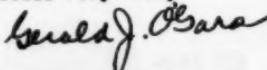
Dear Mr. Hart:

The Staff of The Olympian, The Olympic Club magazine has set the Elks' Magazine as a standard of perfection. Your publication has been so successful as an advertising medium, as well as a very interesting magazine, that we would like to ask you one or two questions.

Do you prefer office circulation to home circulation? Why? Some of us believed that you always have the Elks' Magazine sent to the office, and others thought that you followed the general rule and tried to get as many copies directly into the Home as can be done.

Thanking you very much for the favor of furnishing this information, which should be extremely valuable to us in bettering the standards of our publication, we remain

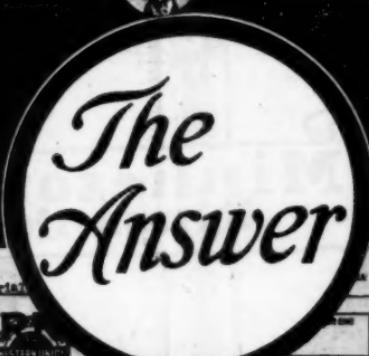
Yours very truly



BUSINESS MANAGER

"THE OLYMPIAN"

GJO'G/RHF



Charge to the account of National American

CLASS OF SERVICE FURNISHED	X
TELEGRAM	
DAY LETTER	
NIGHT MESSAGE	
NIGHT LETTER	

Print clearly, print in ink
and be sure to sign
the telegram. The sender
will be held responsible for
a full-rate telegram.

WESTERN
WIRELESS
TELEGRAM

HERMOSA BEACH, CALIFORNIA GEORGE W. S. ATWELL, PRESIDENT

TIME
TIME PAID

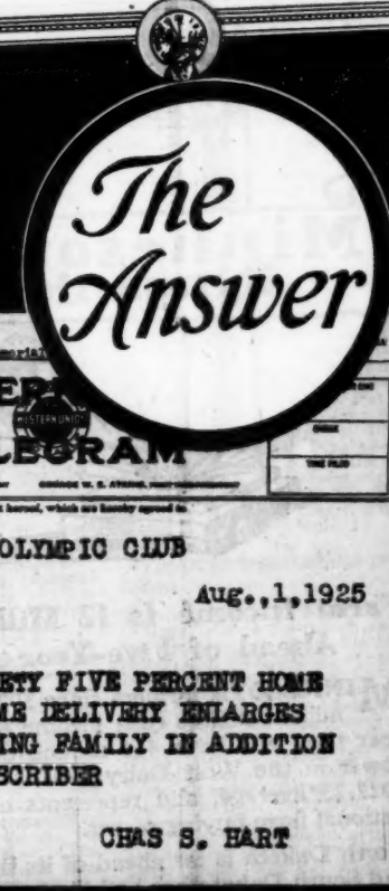
Send the following message, subject to the terms on back hereof, which are hereby agreed to:

GERALD J. OGARA, OLYMPIC CLUB
SAN FRANCISCO
CALIFORNIA

Aug. 1, 1925

ELKS MAGAZINE NINETY FIVE PERCENT HOME
DELIVERED STOP HOME DELIVERY ENLARGES
CIRCULATION REACHING FAMILY IN ADDITION
TO INDIVIDUAL SUBSCRIBER

CHAS S. HART



850,000 Identified Subscribers
50 East 42nd Street, New York City



Farm Income Is 12 Million Dollars Ahead of Five-Year Average

MINNESOTA farmers since 1921 averaged 364 million dollars cash income each year. This year they will have 411 million dollars. Buying power in the West Dairy Belt is 135 per cent of 1922-23 average, and represents one-tenth of the national farm buying power.

North Dakota is far ahead of its five-year average and South Dakota has had the best year in five.

Keep these important figures in your schedule data.



Standard Farm Papers, Inc.,
307 No. Michigan Ave.,
Chicago, Ill.



Wallace C. Richardson, Inc.
250 Park Avenue,
New York

E. S. Townsend,
547 Howard St.
San Francisco, Calif.

Member Standard Farm Paper Unit

Aim at Higher Yield for Financial Advertiser's Dollar

IF there were a keynote to the convention of the Financial Advertisers' Association at Columbus, Ohio, it might appropriately be: How to make the financial advertising dollar yield more. That is a topic in which the representatives of several hundred banks and investment houses who will attend the convention possess a lively interest. And it is also a topic on which most of the convention speakers will touch.

The sessions of the convention, the tenth of this association, will be held at the Deshler Hotel, Columbus, October 14, 15 and 16.

The complete program follows:

October 14, Morning: E. H. Kittredge, president, will preside. "Building a Typical Advertising Campaign," G. Lynn Sumner, president, Association of National Advertisers; "What Can We Expect from Our Advertising?" E. St. Elmo Lewis, vice-president, The Campbell-Ewald Company; "Building an Advertising Budget for a Bank," F. M. Staker, The Commerce Trust Company, Kansas City, Mo. Joint luncheon meeting with Columbus Advertising Club. Addresses by C. K. Woodbridge, president, Associated Advertising Clubs of the World, and H. Ennis Jones, Franklin Trust Company and representative of the Poor Richard Club, Philadelphia.

Afternoon: "What Is Merchandising in a Bank?" Martin L. Pierce, Director of Research, The Hoover Company; No. Canton, Ohio; "Bank Window Displays," W. J. Parham, Jr., Merchants Bank, Mobile, Ala.; "Putting the Customer to Work for You," Paul L. Hardesty, Union Trust Company, Chicago; "The Inside Advertising and Merchandising of a Bank," Julian M. Case, Dime Savings Bank, Detroit.

October 15, Morning: Departmental meetings of trust, savings, commercial and investment departments.

October 16, Morning: Five four-minute talks on "My Year's Worst Failure"; five four-minute talks on "My Year's Greatest Success"; "What Is the Outlook in Business?" George E. Roberts, vice-president, National City Bank, New York; "Is the Title 'Advertising Manager' the Limit and Why?" Glenn Griswold, editor, Chicago, *Journal of Commerce*; Frank Bennett, Jr., *United States Investor*, Boston.

Afternoon: Business session, treasurer's report; election of officers; committee reports.

This year's convention is the

first at which investment advertisers will have a session exclusively their own. In common with the other departmental meetings this will be held on the morning of October 15. The program follows:

"Is the Offering Advertisement Doing Its Job?" A. M. DeBebian, The Equitable Trust Company, New York; "Financial Advertising Lessons Learned from Utility Customer Ownership," E. Paul Young, A. E. Fitkin & Company, New York; "Where Is the Investment Money?" W. H. Cool, Union Trust Company, Cleveland; "How Should the Advertising Appropriation Be Spent?" Paul T. Bollinger, Harris, Small & Company, Detroit; "Selling Municipal on Investment Merit," George Dock, Jr., William R. Compton Company, New York; "Appealing to the Accumulators Rather Than the Conservators," Ethel B. Scully, Morris F. Fox & Company, Milwaukee; "The Place of Direct Mail in the Distribution of Investment Securities," Edmond Boushell, A. B. Leach & Company, New York; "Should All Investment Advertisements Run in the Financial Section?" W. E. Brockman, The Minnesota Loan & Trust Company, Minneapolis, Minn.

The other departmental programs follow:

Trust Department: Robert T. Crew, Citizens Trust & Savings Bank, Columbus, presiding. "The Place, Opportunity and Development of the Trust Department in a Small Community," C. W. Bailey, Southern Trust Company, Clarksville, Tenn.; "Advertising Personal Trusts and Community Trusts," I. F. Freiberger, Cleveland Trust Company; "How to Secure Life Insurance Trusts," John A. Reynolds, Union Trust Company, Detroit; "Putting the Motion in Trust Promotion," Ernest L. Colegrove, Guaranty Trust Company, New York; "Possibilities in the Future Development of Trust Business," Judge Davis Biggs, National Bank of Commerce, St. Louis.

Commercial Department: A. D. Welton, Continental & Commercial National Bank, Chicago, presiding; "Commercial Bank Advertising," A. D. Welton; "Institutionalizing the Bank," Frank J. Campbell, First National Bank, Detroit; "Selfing the Commercial Bank," Frank H. Fayant, Thos. F. Logan, Inc., New York; "How and Why Commercial Banks Grow," Dr. David Friday, Washington, D. C.

Savings Department: Guy Cooke, First National and First Trust & Savings Bank, Chicago, presiding; "An Outline of the History of Thrift," Fred W. Ellsworth, vice-president, Hibernia Bank and Trust Company, New Orleans; "Women Save as Well as Spend," Amy R. Hyde, Union Bank of Chicago; "An Analysis of the Savings Market," W. Frank McClure, chairman, National Advertising Commission; addresses by Hugh A. O'Donnell, assistant business manager, *New York Times*, and M. E. Holderness, vice-president, First National Bank, St. Louis.

Foresight Needed for the Protection of Trade-Marks

What to Do to Forestall Possible Infringement Troubles

*Washington Bureau
of Printers' Ink*

THE majority of trade-mark owners seem to have a rather dangerous misconception of just what registration furnishes in the way of protection. Judging from the records of the Patent Office, the mark that goes through ten years of its life without getting into trouble of some kind is the very rare exception. And it is even more exceptional, when the question of ownership rights arises, for an owner of a trademark to come before the office or the courts fully equipped with the simplest and most logical means of protecting his property.

Regardless of the volumes that have been written to the contrary, a great many owners still consider the registration of their marks as a special grant of some kind by the Government. Probably this impression is created by the fact that trade-mark registrations are issued by the Patent Office; but a trade-mark registration differs widely from a patent, and failure to realize the difference is the cause of unlimited trouble and loss.

Registration is merely an official and authoritative record of the trade-mark rights an owner has under the common law, and furnishes the most effective means of establishing and protecting his rights. Therefore, the owner of a registered mark may find it necessary at any time to produce proof of his ownership, and in that event, usually, the most important factor is documentary evidence as to the time of the adoption of the mark, regardless of when it was registered.

According to an official of the trade-mark interference division of the Patent Office, the establishment of prior use is the deciding factor in practically all interference cases, also in a large percentage of opposition and can-

cellation proceedings. Very frequently, in cases of these kinds the decisions depend on a difference in time of a few weeks or days.

In view of these facts it is reasonable to anticipate that every new mark, sooner or later, will be subjected to tests on the score of interference, opposition or cancellation. Therefore, if a mark is chosen with adequate foresight as to its registrability, the chief concern of its owner should be to preserve sufficient documentary evidence to prove the date of the mark's adoption and use.

KEEP EVERY BIT OF DATA

But the Patent Office finds that very few owners of marks preserve the evidence with which to defend their property. Fire is the most frequent alibi. The average manufacturer will carefully preserve his charter, insurance policies, bonds, stock records and other papers of value, and leave the evidence as to his mark's adoption in a desk drawer or the files where it is subject to loss by fire or carelessness. And so prevalent is this condition that the officials of the Patent Office emphasize the almost universal need of the adoption of the following procedure.

When a new trade-mark is adopted, all letters concerning its adoption should be carefully preserved. If a search has been made by an attorney prior to adoption, the result should be made a matter of record.

Frequently, manufacturers are advised to keep a scrapbook of all first printings of labels, wrappers, cartons or containers, pasting the samples in so that they can be dated and properly identified by notations of invoices and other records. While this is much better than no record at all, it still leaves the invoices in the files where they may be burned or lost.

It is much better practice to

Talk to the People Through the Paper of their Choice!

The Times-Picayune printed 3,317,836 lines of want-ads during the first 8 months of this year—the greatest volume ever printed by any New Orleans newspaper during a similar period.

This was an excess of 720,018 lines over the three other New Orleans papers combined—7 issues a week against 20. It was a gain of 438,327 lines over the first 8 months of 1924—118,858 lines more than the gains of the second and third papers combined (the fourth paper having been started near the close of 1924).

Experienced and successful advertisers know that the dominant want-ad medium is in most cases the best medium for display advertising, because it is there the people LOOK for the news which effective advertisements contain.

The Times-Picayune

FIRST FOR THE SOUTH

Representatives: Cone, Hunton & Woodman, Inc., New York, Chicago,
Detroit, St. Louis, Kansas City and Atlanta; R. J. Bidwell Co.,
San Francisco and Los Angeles.

select several samples of the first labels and other printed items on which the trade-mark appears. To these, in every instance, should be attached a copy or duplicate of the order to the printer, and the printer's invoice or bill. If the first orders for labels, cartons, wrappers and the like are placed at different times and delivered separately, each item should be handled in a similar way. Then a record should be made of several of the first sales and shipments of the product, which bear the mark. When these records of first printings of the mark and shipments are complete, they should be considered as among the most important and valuable documents in the possession of the owner, and carefully preserved in a fireproof safe or vault, or in a safe-deposit box. Then their location should be known to all of the officers of the owning company.

It is not necessary, as an over-cautious owner sometimes thinks, to secure affidavits as to the date of first printings. Officials of the trade-mark interference division of the Patent Office say that when documentary evidence, as described above, is presented it is sufficient to establish the time of trade-mark adoption.

In most cases, the decisions of the Patent Office in interference, cancellation and opposition cases are accepted as final. But when cases are appealed to the courts the records of many suits show that the courts accept the same documentary evidence as to prior use, and with the same consideration.

J. L. Corless Joins Shaffer-Brennan Agency

J. L. Corless, who had been an account executive with the Allen C. Smith Advertising Company, Kansas City, is now office manager and space buyer for the Shaffer-Brennan Advertising Company, St. Louis.

P. Poulin & Company Appoint Montreal Agency

P. Poulin & Company, Montreal, produce merchants, have appointed the Purkis & Sutcliffe Advertising Agency, also of Montreal, to direct their advertising. Farm papers will be used.

United Publishers Hold Rights to Golf Trophy

Representatives from the United Publishers Corporation successfully defended their rights to the Arthur Baldwin golf trophy by defeating the players from the McGraw-Hill Company, Inc., with a match score of 4 to 3. The tournament, which marked the third contest for the cup, was played over the links of the Montclair Golf Club, Montclair, N. J. The McGraw-Hill players won the cup in 1923, losing it to the United players in 1924. Should they again be successful next year, the cup will pass into their permanent possession, an honor which awaits the team first winning three tournaments.

In all, about sixty players from both companies were entered in the tournament. W. S. McFadden won low gross honors and low net score went to E. Wilse. The winner of the driving contest was L. C. Barkley. Arthur Baldwin won the putting contest.

Kardex-Rand Company Appointments

Paul H. Hildreth, formerly advertising manager of the Rand Company, manufacturer of record systems, has been appointed advertising manager of the Kardex-Rand Company, New York.

G. R. Guild has been made vice-president and general manager of the Kardex Institute of Business Management, Tonawanda, N. Y., the educational department of the Kardex-Rand Company.

A. Schilling & Company Start Pacific Coast Campaign

A. Schilling & Company, San Francisco, have started an advertising campaign on their tea, coffee, baking powder, spices and extracts. The campaign, which is being run in eighty-one newspapers on the Pacific Coast and will be continued through the fall, is being directed by M. E. Harlan, advertising agent, of that city.

Meletio Sea Food Company Appoints Britt-Schiele

The Meletio Sea Food Company, St. Louis, has placed its advertising account with the Britt-Schiele Advertising Company, of that city. Newspapers in Missouri and adjacent States are being used.

K. M. Schlueter Joins J. J. Little & Ives

Karl M. Schlueter has joined the sales staff of J. J. Little & Ives Company, New York, book manufacturers. He had been president of the Schlueter Printing Company, also of New York.

Leaves American Radiator

B. S. Beach has resigned as assistant advertising manager of the American Radiator Company, New York.

ALL BOSTON looks to the HERALD for its "ROTO"

Every Sunday the Boston Herald carries the only rotogravure section published in one of America's greatest markets. Every week the families of Boston look to this one newspaper for the finest features of New England's journalism. Day after day the Herald-Traveler strives to satisfy *all* the newspaper wants of its more than a quarter-million families.

Let us prove that the Herald-Traveler serves, exclusively, a vast circulation that no other Boston paper covers. Let us demonstrate how these Herald-Traveler homes are the most desirable in all the Boston territory for most advertisers. Simply write us on your business stationery for "Business Boston," a booklet that should be read by every manufacturer who contemplates a Boston campaign.



BOSTON HERALD-TRAVELER

What Is A Farm Paper?

The Farm

first in the

PHILADELPHIA

BOSTON

LOS ANGELES

NEW YORK

A FARM paper is a publication whose major editorial content is agricultural, and appeals to people whose *occupation* is farming.

The content of the current issue, and every preceding issue, proves beyond any doubt that The Farm Journal is published for people whose occupation is farming.

And The Farm Journal has the largest volume of R. F. D. circulation of any farm paper, which shows that the people in the business of agriculture buy it and profit by it.

We will gladly give you complete information in regard to the character and distribution of The Farm Journal circulation.

Journal

farm field

NEW YORK

CHICAGO

SEATTLE

SAN FRANCISCO

Now

700,000 *Net Paid*

JUST three years ago, BETTER HOMES and GARDENS was started with a circulation of 150,000. Today it is going into 700,000 substantial homes in cities, towns and suburbs. This great gain in circulation indicates very clearly the increasing interest in better homes.

And this interest has been responsible largely for the growth of BETTER HOMES and GARDENS. A good word from the enthusiastic subscribers has been mainly the cause of this increased circulation.

"Some of your suggestions have been worth more than I would have to pay for your magazine for the rest of my natural life," writes W. P. Strandborg, former vice-president of the Associated Advertising Clubs of the World.

And his letter is typical of the thousands received from subscribers each month. This same responsiveness assures the advertiser in BETTER HOMES and GARDENS an interested audience.

Many well-known national advertisers are placing schedules in BETTER HOMES and GARDENS for 1926. It will pay you to include this magazine on your next list.



*A copy
of the latest issue
is yours for the asking.*

Better Homes and Gardens

For Home Lovers in Cities, Towns and Suburbs

E. T. MEREDITH, Publisher

Des Moines, Iowa

Representatives

CHICAGO

123 W. Madison St.
J. C. BILLINGSLEY
Tel. Central 0465

KANSAS CITY

707 Land Bank Bldg.
O. G. DAVIES
Tel. Harrison 1623

NEW YORK

210 Madison Ave.
A. H. BILLINGSLEY
Tel. Caledonia 9867

MINNEAPOLIS

615 Palace Bldg.
R. R. RING
Tel. Atlantic 6271

ST. LOUIS

1411 Syndicate Tr. Bldg.
A. D. MCKINNEY
Tel. Olive 43

SAN FRANCISCO

55 New Montgomery St.
Tel. Garfield 2492

The Newest Brick Heaver

He Shies a Great Fat Boulder through the Front Window of Advertising's House

By Roy Dickinson

YEARS ago, in a certain town of England it was said that the natives were fond of an expression and action which gave their village a queer reputation. It was, "Here's a stranger. Let's heave half a brick at him." Stuart Chase, a writer whose book "Work and Waste" has been running in condensed form in the *New Republic*, seems to have operated on this principle when he wrote his chapter on the "Wastes of Advertising." One of the men who wrote to the editor about him says that he has "nobly shied a great fat boulder through the front window of the house wherein the advertising game holds forth."

That advertising is a total stranger to Mr. Chase is evident from even a casual reading of his effort. It is a long article, containing errors of fact as well as conclusion, which should probably be noticed in passing. After stating that some unnamed concern appropriated \$12,000,000 for advertising in 1923, Mr. Chase makes the assertion, which will be news to all publishers and agents as well as to the association itself, that the Investment Bankers Association spent \$40,000,000 in advertising during 1923. A slight check-up on this statement would have saved Mr. Chase from making a ridiculous error. The Investment Bankers Association has, as yet, spent no money on an advertising campaign.

A year ago, John W. Prentice, then president of the association, addressing a group of advertising agents at luncheon said that while actual figures were hard to secure, he estimated that the 600 individual bankers, members of the association, probably spent in advertising, including offerings of new flotations and all other forms, a total of \$25,000,000, and that he hoped that sum might be increased

by an additional \$15,000,000 in the next few years. The fact that each banker averaged an expenditure of slightly more than \$41,000 is far different from the statement Mr. Chase makes. When it is considered that a part of the money spent by these individual bankers was in the form of warnings against the methods of blue sky promoters who caused a total loss estimated at \$1,000,000,000 to American investors, one is inclined to hope with Mr. Prentice that the amount of advertising by investment bankers will increase.

THERE IS NONE SO BLIND—

But wild and woolly bits of misinformation are not the only amusing features of the work of this author who tells advertising men what is wrong with their business. The author, after stating that it has been widely claimed that advertising is an economy because it makes for large scale production with accompanying lower unit costs, says that it is difficult to find concrete examples of such cost reduction. It will be no more difficult for Mr. Chase to discover the examples which have eluded him than it is to take the subway, or other means of transportation, to the Research Department of *PRINTERS' INK* at 185 Madison Avenue, corner of Thirty-fourth Street. Here he will find examples which he can insert in his book before it is published. He will also find here interesting examples of the use of advertising by labor unions to help stabilize employment and change working conditions which is something that may give him a new idea.

Yet, it is by no means advertising's chief claim to consideration as a service instead of a waste that in many instances it reduces the cost of the article or provides better quality at the same price. It is, primarily, as W. S. Lockwood of

the Johns-Manville Company points out in his excellent answer to Mr. Chase, also published in the *New Republic*, "a lubricating oil on the machinery of distribution." If there is any doubt in the author's mind on this point, let him go out tomorrow and purchase only the beans, soups, collars, sugar, typewriters, vacuum cleaners and other products of those manufacturers who have not "wasted" their money on advertising. They should surely be much cheaper, according to Mr. Chase's argument, but certainly not so convenient, so easy to secure. And we shall be glad to hear from him how much money he saved from buying from those less "wasteful" manufacturers, if he has any time left.

Mr. Chase would probably not like to be labeled a reactionary or a bourbon, those terms so often used by other writers to indicate displeasure, yet he seems to us to fit the accepted definition of those men who hate to see any change. For he says: "Meanwhile the purchasing power of the country does not materially vary. There are just so many dollars to be spent." While the term "purchasing power" is always bound to be a somewhat theoretical quantity, Mr. Chase will admit that the earnings of wage workers is one of its most important components. The aborigine worked for an hour to provide food for the day and a loin cloth for his raiment. The civilized workman in America, whether Mr. Chase likes it or not, has been made dissatisfied with a cheap standard of living. The constant repetition of such phrases as "don't be run down at the heels," the reiteration of the desirability of bathrooms with white enamel instead of tin tubs, of automobiles and their uses, has had at least something to do with making workers want them and ready to produce more to get them. There are wastes in the technique of advertising as there are in the endless repetition of any big idea. But manufacturers, agents, publishers and the owners of all other mediums are co-operating to stop the leaks.

It has been a comparatively recent American experience, this general possession of telephones, white bathrooms, vacuum cleaners, gas ranges, electricity and all the other conveniences of life. It is not even a recent experience in Europe. Our workers get more wages and buy more goods. We have a more stabilized industrial fabric than any other nation. And, lest Mr. Chase throw another brickbat our way, we urge him before he considers that advertising has had nothing at all to do with all this, to read "Can Business Prevent Unemployment" by two professors of economics and two prominent business men. In this book, under the heading, "How Some of Us Have Met Unemployment," Mr. Chase will find many specific examples of industries which, instead of looking on seasonal unemployment as an act of Providence, have recognized it as a great industrial waste and have used advertising to lengthen buying seasons, and so provided year-around instead of occasional employment for an increasing number of workers. Let him read also carefully about the Dennison company's experience as told by the economists.

AN UNBIASED SURVEY

The authors of this book are not advertising men. They did not set out to prove any case for advertising. Their painstaking investigation enabled them to list some 120 industrial concerns which, by ingenious and farsighted methods, have helped to solve one of the real wastes of our modern industrial system—unemployment, with its misery as well as its consequent loss of purchasing power by men thrown out of work. In almost every case, these 120 firms used advertising. It has played a definite part in accomplishing the results so highly commended by the prominent authors of the book.

Mr. Chase seems to us to be a reactionary because he does not believe in modern tools to help stabilize employment and production, and because the implication is plain in his article that this busi-

Like Putting In Winter's Coal

Item-Tribune rates advance November first. We're still accepting reservations at the old 15 cent combination rate, service to begin within 30 days of contract date.

New rates November 1st are:

Evening Item	15c
Morning Tribune	10c
Combination	20c
Sunday Item-Tribune	18c

And the most important clause in our new rate card is:

"An advertisement at the combination rate may first appear in either paper but must follow *within three days' time* in the other."

Get that interval?

It cinches sales.

It means a well-timed follow-up—the second call's not *too close* to the first—and they're both made *at one cost*.

New Orleans Item-Tribune

Oct. 1, 1925

ness of expanding the wants of the ordinary workman is poor policy, that advertising is to blame for making men dissatisfied with poverty, more eager to get the good things of life and to strive for them. He has not looked sufficiently beneath the surface to see the place of advertising in this continually expanding circle of more wants, more production, more purchasing power. Surely, Mr. Chase has heaved a brick at a total stranger to him.

Publishers to Discuss Better Business Papers

UNDER the general theme, "Better Business Papers," members of the Associated Business Papers, Inc., at their annual convention next week, will make a study of editorial services in order that these may be made to produce the greatest value possible to the industry, which the publisher serves, to the publisher, his advertisers and to his advertising staff. The convention will be held at the Congress Hotel, Chicago, on October, 13, 14 and 15.

At previous conventions the closed session for general business discussions has been held as the last session. It has been the opinion of some members that consideration of association problems, under this arrangement, has not received sufficient time, so this convention will be opened with the general business session to which October 13 will be devoted. John N. Nind, Jr., president, will be chairman. Members will be welcomed by E. R. Shaw, *Power Plant Engineering*, who is chairman of the Chicago committee on arrangements. This will be followed by Mr. Nind's annual address and the report of Jesse H. Neal, executive secretary.

Two sessions will be held jointly with the National Conference of Business Paper Editors. The program follows:

October 14, Morning: Chairman—Julian Chase, president National Conference of Business Paper Editors; "What Industry Needs from the Business Press," to be discussed by a

manufacturer; "Building and Using Editorial Prestige," speaker to be selected, and "Interpreting the Editorial Pages to the Advertising Salesman," Harlan J. Wright, manager, *Chicago Merchant Economist*.

Visiting publishers and editors will be tendered a luncheon by the Chicago Business Publishers Association.

Afternoon: "How Editorial Character Affects Circulation Both Quantitative and Qualitative," Paul T. Cherington, J. Walter Thompson Company, and "How Editorial Service Makes Circulation Boosters of Advertisers," Allen W. Clark, president, American Paint Journal Co., St. Louis.

"Advertising Display of Editorial Articles to Get Circulation Appeal," which is described as a composite effort to illustrate how the advertising expert would present an editorial article. Can the advertising art of effective presentation be employed in making editorial pages more interesting and efficient from the reader's standpoint? As a step toward finding out, a number of typical articles from various publications have been gone over by several advertising experts and recast for comparison, using accepted principles of advertising appeal. These will be distributed and discussed. The subject will be introduced by John H. Van Deventer, president and editor of *Industrial Management*.

October 15, Morning: Publishers session; chairman, John H. Nind, Jr., "Better Preparation for Advertising Presentation"; "Meeting the Advertiser's Demand for Market Statistics and Facts," from the "demand" angle, by Russell T. Gray, Russell T. Gray, Inc., advertising agency, Chicago, and from the "supply" angle, by E. T. Howson, editor, *Railway Engineering and Maintenance*, Chicago.

The annual dinner of the association will be held on the evening of October 14.

Rogers Flynn, Jr., with "The Industrial Digest"

Rogers Flynn, Jr., previously with the Curtis Publishing Company, has become advertising manager of *The Industrial Digest*, New York. He was formerly with the Engineering Magazine Company, also of New York.

Hal Gaylord with Kansas City Southern

Hal Gaylord, for many years part owner and publisher of the *Kansas City Journal*, is now associated with the Kansas City Southern Railway Company, Kansas City, Mo., as assistant to the president.

R. A. Holme Joins McGraw-Hill

Raymond A. Holme, formerly advertising manager of the Superheater Company, has joined the marketing service staff of the McGraw-Hill Company, Inc., New York.

The one sure way to increase the producing ability of your salesmen is to increase the selling activity of your dealers.

[*Making more sales through present dealers is our job.*]
[*Why not discuss it with us?*]

CHARLES FRANCIS PRESS

*Sales Promotion Campaigns
to Dealer and Consumer*

461 EIGHTH AVENUE
NEW YORK

Automobile

in the Cleveland Territory

The Plain Dealer always
supreme in its Sunday issue
—now *dominates* in the
daily—six days against six.

Since Haynes first startled the natives on Main Street with his "horse-less" carriage, The Cleveland Plain Dealer has carried by far the bulk of the Automobile advertising in Northern Ohio.

For the first 8 months of 1925 the Plain Dealer published 509,800 lines of automobile advertising in the Sunday edition, leading its nearest competitor by 237,090 lines. In the same period daily and Sunday, the Plain Dealer published 730,607 lines of Automobile advertising—an excess of 90,315 lines over the total in the News (Daily and Sunday) and Press *combined*.

The Cleveland
in Cleveland and Northern Ohio-ONE

J. B. WOODWARD
110 E. 42nd St.
New York

WOODWARD & KELLY
350 N. Mich. Ave., Chicago
Fine Arts Bldg., Detroit

Advertising



Daily only—6 days against 6—The Plain Dealer leads with 220,807 lines. As a rule, the leading automobile medium in every city maintains its position because of unusual strength in the Sunday edition.

In Cleveland, no matter how you figure—Sunday only, daily only, or daily and Sunday, the Plain Dealer demands your first consideration as the automobile medium.

Plain Dealer

Medium ALONE ~ One Cost Will sell it

R. J. BIDWELL CO.
Times Building
Los Angeles

R. J. BIDWELL CO.
742 Market Street
San Francisco, Cal.

Leadership

The Herald Tribune

published more OFFICE APPLIANCE advertising than all the other New York morning newspapers *combined!*

The Herald Tribune

published more OFFICE APPLIANCE advertising than all New York evening newspapers *combined!*

The Herald Tribune

made a gain of 36,510 lines in OFFICE APPLIANCE advertising—*22,638 more than the combined gains of all New York newspapers.*

LEADERSHIP

The Brotherhood of the Elastic Conscience

What the Fraud Orders Issued by the Post Office Are Doing to Halt Unscrupulous Competition

By Horace J. Donnelly

Solicitor for the Post Office Department

THE impression seems to prevail among persons of more or less elastic consciences that they are fully justified in law and in fact if they furnish an article or thing worth the price asked. However, that is not the law as laid down by the Supreme Court. That tribunal holds that if the purchaser is furnished an article different in quality or value from that which he is led to believe he will receive, he has been deceived and defrauded within the meaning of the postal fraud statutes.

Those of the elastic consciences who may not be familiar with these decisions or are willing to run the risk, exaggerate and magnify the qualities of merchandise offered through the mails and assign to it qualities that it does not possess. In this manner they create what might be termed a fictitious market. The public is led to purchase through the mails articles sold upon such exaggerations in the expectation of receiving something of a greater value or something different from what is actually furnished. Such promoters are a menace to society. They undermine public confidence and cheat the honest dealer out of his rightful market.

The wise business man knows that sound business cannot be built upon such a foundation. He is well aware that public confidence is essential to his continued success. He is entitled to protection from his unscrupulous competitor—the gentleman with the elastic conscience.

Congress has long since realized the necessity for this protection.

Portion of an address delivered at the Indianapolis convention of the Executives of the Better Business Bureaus, September 25, 1925.

Of course, Congress can deal only with those instrumentalities concerning which it has power to legislate. One of the first laws enacted by it for this purpose was the penal postal fraud statute, making it a crime to use the mails to defraud. In placing this law on the books, the purpose of Congress was to close the mails to the fraudulent promoter. However, criminal prosecution alone was found to be inadequate, as the schemes sought to be prescribed were often continued even after prosecution, conviction and incarceration. I recall at least one case where a convicted promoter after arriving at the prison took the keeper into partnership with him and resumed operations from within its walls.

There was accordingly later enacted the so-called fraud order statutes. These laws, as amended, authorize the Postmaster-General, upon evidence satisfactory to him that any individual or concern is conducting a scheme for obtaining money or property through the mails by means of false or fraudulent pretenses, representations and promises, to issue a so-called fraud order against such person or concern. They do likewise with respect to lotteries.

A fraud order affords preventive relief by operating to close the mails to the receipt by the fraudulent promoter of all mail matter. It naturally follows that when the swindler can obtain no remittances from his victims, he ceases to mail out matter soliciting such remittances and his scheme is at an end.

These fraud orders are not difficult to enforce. The postmaster at the office where mail is received for the person or concern declared fraudulent is instructed to with-

hold it from delivery and return it to the senders stamped "Fraudulent." The postmaster is also directed not to issue money orders payable to any person or concern named in the fraud order, or cash them if issued.

The procedure followed in the issuance of fraud orders may be of interest. Most of the cases in which such orders are issued arise on complaints of individuals who have had dealings with the alleged fraudulent concern. These complaints are usually sent by the Chief Post Office Inspector to post office inspectors in the field for investigation. When the investigation is completed, all of the papers and exhibits together with a comprehensive report of the facts obtained by the inspectors are transmitted to the Solicitor's office. There the case is reviewed by attorneys specially assigned to this work, and if a *prima facie* case of fraudulent use of the mails is disclosed by the evidence, a specification of charges is drafted and transmitted to the promoter of the scheme with a citation from the Solicitor calling upon the accused to show cause on a certain day why a fraud order should not be issued and giving him an opportunity to appear and be heard. On the date fixed, a formal hearing is had before the Solicitor, at which the attorneys for the Government present their case and the respondent his defense. If the Solicitor decides that the evidence adduced at the hearing warrants the issuance of a fraud order, a comprehensive finding of fact, reviewing the case, with appropriate recommendation, is transmitted to the Postmaster-General for final action.

The same class of evidence procured by the inspectors might be, and often is, submitted to the United States Attorneys for criminal prosecution of the promoter under the penal statute on account of conducting the same scheme.

Since Postmaster-General Harry S. New became the head of the Post Office Department in the early part of 1923, fraud orders have been issued against the names

of nearly a thousand persons and concerns. This is a greater number than has ever before been issued during a like period. These figures do not include a large number of fraudulent operators otherwise put out of business on account of investigation and fraud order proceedings.

The campaign waged in 1923 against fraudulent oil stock promoters has about been concluded, with fraud orders standing against hundreds of get-rich-quick schemers and prison sentences and fines handed them on the side. The valuable service rendered by the National Better Business Bureau and some of the local Better Business Bureaus in connection with that task, as with some others, is recognized and appreciated.

Through the issuance of these fraud orders hundreds of millions of dollars annually are saved to the public. Some of the schemes are nipped in the bud before much money is lost through them, while others are so shrewdly devised that they may run for a considerable period before they can be detected and the evidence necessary for action procured. Of course, huge sums are also lost and millions are victimized. It is apparent that the sooner a scheme is stopped the more effective is the action. Suspected cases should therefore be reported to the Department as early as possible.

But fraud orders and prison sentences are not going to eliminate entirely the fraudulent promoter as long as he can find dupes upon whom to prey; and unless and until the public becomes more educated and pays more heed to warnings such dupes will be found aplenty.

There is an old saying that a "burnt child dreads the fire." Seemingly, that does not apply in the case of investors. In fact, the unscrupulous promoter rather prefers the "burnt children" to the uninitiated. He pays big money for their names and addresses. Recently, I examined a letter from a so-called sucker list seller in this country sent to certain fraudulent operators who had escaped to

The
I. T. D.*

I.T.D.* is a world-covering organization of experienced merchandising experts, ready, on-the-spot, to act for you in any business transaction, in any foreign country at a fixed fee.

I. T. D.* service includes;

- Securing agents for sales or purchases.
- Foreign market investigations and reports.
- Commercial and financial reports on foreign firms.
- Collections and adjustments.
- Securing for clients competent accountants and legal advisors in any foreign country.
- Introductions in foreign countries in person or by letter and cable.
- Referring to you inquiries from foreign countries.
- Handling rejected shipments in foreign countries.
- Translations.
- Use of branch offices when traveling.
- Sample exhibition space at foreign branches.
- Distribution of advertising matter in foreign countries.
- Confidential investigation of your agents.
- Lists of buyers or sellers of any product in any country.

GREEN SEAS and YELLOW GOLD
 tells the details and will be sent to any executive requesting it on his business stationery.

***INTERNATIONAL
 TRADE DEVELOPER CORPORATION**

247 Park Avenue, New York

Mexico, offering to sell several thousand names of clients of a defunct company. That concern had sold its clients millions of dollars of alleged securities of the same fraudulent character the fakers in Mexico were selling. I also ran across a communication from another sucker list broker sent to these same escaped convicts in Mexico offering lists of investors in numerous other defunct concerns which had operated in different sections of this country. These lists were made up separately of Americans, Italians, Germans, Poles and those of other nationalities, with the nature of the investment in the case of each batch given. Investigation disclosed that a great many of these persons have been repeatedly victimized on previous occasions.

Of course this fake investment bug is just one class of the public who insists upon being separated from his money, with no return.

There are others too numerous to mention who grab at anything that is sufficiently misrepresented, and a lot of them have no hesitancy in asking for additional helpings. Those who fatten the till of the medical faker are found to be consistent repeaters. Some are pitiable cases where relief for a real disease, such as cancer, is sought and the patient is lured to his death through fake remedies, while others involve less serious consequences. For instance, older men seeking youth, and younger men looking for more youth, literally jump from one rejuvenation cure to the other, until they cover the entire field.

Some fakers when brought to time have readily admitted the fraud but offered as an excuse the fact that some other charlatan in his line would catch the sucker, so why not he?

In the enforcement of the fraud order statutes we often meet with the statement from complainants that reliance was placed on the representations by reason of the fact that they were made through the United States mails, the complainants having felt confident that the Government would not permit

the use of the mails in the promotion of a fraudulent enterprise. This public confidence in the enforcement of these laws designed for its protection to some extent accounts for the fact that portions of the public are often seemingly over-credulous.

It has been our experience that many persons who contemplate engaging in a questionable business through the mails seek an opinion from the Post Office Department as to the legality of the proposed scheme. Unless the scheme is manifestly fraudulent upon its face, these requests are answered to the effect that it is impracticable for us to render an opinion in the matter; that a scheme unobjectionable on its face may be so operated as to work a fraud upon the public, and that promoters must accept full responsibility for any violation of law involved in the operation of their enterprise through the mails. This may seem to be harsh treatment. However, it is necessary that the Department handle all such requests in this way. Experience has shown that the unscrupulous seek such opinions for the very purpose of making use of them when they are called to account in fraud order proceedings or in criminal prosecution. Of course, the promoter of a business knows better than any one else whether his representations are truthful in letter and in spirit. He knows whether he has so drafted his literature that while he has avoided manifestly false statements of existing fact, his literature is designed and intended to mislead and deceive.

In a number of fraud order hearings the respondent has sought to make much of the fact that the local Better Business Bureau examined his literature and signified its approval of the plan of business as described in the redrafted literature. In some of these instances, it has been quite manifest that all of the facts respecting the enterprise in question were not before the Bureau at the time the literature was revised, nor were the intentions of the promoter as to his future plans disclosed. In short,

J. M. AST, Vice President
H. E. WALDRON, Vice President
W. A. SHEAFFER,
President and General Manager
C. H. SHEAFFER, Treasurer
W. A. SHEAFFER, Secretary

SHEAFFER'S
PEN & PENCIL CO.
BRANCH OFFICES
SHEAFFER'S
Lifetime

NEW YORK
370 SEVENTH AV.
CHICAGO
100-THIRTY-EIGHT
SAN FRANCISCO
60 MARKET ST.
DENVER
300 JEFFERSON

May 15, 1925.

the Arizona Republican,
Phoenix, Arizona.

Gentlemen:

I have just received your report and survey of the Phoenix territory regarding mountain Pens.

This is certainly conclusive evidence that our advertising in your paper is proving effective, and it is very gratifying to know that Sheaffer leads in everything.

From the way the matter has been handled, it is the most constructive of this type of report that we have seen.

We wish to thank you for the unusual co-operation you gave us in our recent campaign. Your individually typewritten letters to the dealers and the window displays secured for us together with your own attractive window certainly tied-in resultfully with the advertising.

Yours very truly,

W. A. Sheaffer Pen Company.
Ross H. Wilson,
signed with a Lifetime pen.

MSW:WH.

FROM THE OFFICE OF ROSS H. WILSON, MANAGER ADVERTISING AND SALES PROMOTION

Oct. 1, 1925

1925 JANUARY					1925 FEBRUARY					1925 MARCH									
Sun.	Mon.	Tue.	Wed.	Thu.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14
11	12	13	14	15	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21
18	19	20	21	22	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28
25					31								29	30	31				
1925 APRIL					1925 MAY					1925 JUNE									
Sun.	Mon.	Tue.	Wed.	Thu.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					1	2	3	4	5	6	7	1	2	3	4	5	6	7	
5	6	7	8	9	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
12	13	14	15	16	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
19	20	21	22	23	24	25	26	27	28	29	30	28	29	30					
26	27	28	29	30															
1925 JULY					1925 AUGUST					1925 SEPTEMBER									
Sun.	Mon.	Tue.	Wed.	Thu.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					1	2	3	4	5	6	7	1	2	3	4	5	6	7	
5	6	7	8	9	10	11	12	13	14	15	16	14	15	16	17	18	19	20	
12	13	14	15	16	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
19	20	21	22	23	24	25	26	27	28	29	30	27	28	29	30				
26	27	28	29	30	31														
1925 OCTOBER					1925 NOVEMBER					1925 DECEMBER									
Sun.	Mon.	Tue.	Wed.	Thu.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.	Sun.	Mon.	Tue.	Wed.	Thu.	Fri.	Sat.
					1	2	3	4	5	6	7	1	2	3	4	5	6	7	
4	5	6	7	8	9	10	11	12	13	14	15	14	15	16	17	18	19	20	
11	12	13	14	15	16	17	18	19	20	21	22	21	22	23	24	25	26	27	
18	19	20	21	22	23	24	25	26	27	28	29	28	29	30					
25	26	27	28	29	30	31													

To
DEC.

All-Year-Round Value-

An advertisement in the Yearbook of Industry—the Annual Number of Iron Trade Review—will be used and referred to every month throughout the year. Write for details.



On the Executive's Five Foot Shelf

IRON TRADE
REVIEW
Cleveland

Member
A. B. C. and A. B. P.



The Yearbook of Industry

{ To be published }
Jan. 7, 1926

the Bureau was misled as to the true nature of the business. Such a condition is unfortunate. In effect the unscrupulous advertiser seeks to use one law enforcement agency to defeat another.

If business is to prosper and continue to reap just rewards from advertising campaigns, public confidence in advertising must be maintained. Obviously a tremendous responsibility rests upon all of us, both individually and officially to expose the unscrupulous advertiser and proclaim his dishonesty to the world. Nothing unfair, nothing untrue, nothing misleading must be permitted to appear in printed salesmanship. The confidence of the buying public must be maintained and the unwary purchaser protected.

"The Famous Story Magazine," New Publication

The Famous Story Magazine is the name of a new magazine which started publication with an October issue. It is published at New York by The Famous Story Publishing Company, of which George T. Delacorte, Jr., is president and treasurer. The magazine will publish fiction and verse from ancient and modern literature.

William A. James, Inc., publishers' representative, New York, has been appointed advertising representative.

L. A. Adams with U. S. Chamber of Commerce

Lawrence A. Adams, for the last two years in charge of consumer demand investigations of the United States Bureau of Agricultural Economics, has resigned to join the staff of the Department of Domestic Distribution of the United States Chamber of Commerce. Although no successor to Mr. Adams has yet been chosen by the bureau, officials state that the work in merchandising investigations will be carried on.

Will Join "Southern Hardware and Implement Journal"

W. T. Owen has been appointed assistant business manager of the *Southern Hardware and Implement Journal*, Atlanta. He will assume his new duties about October 15.

Johnson Motor Account for Lamport-MacDonald

The Johnson Motor Company, South Bend, Ind., maker of Johnson outboard motors, has placed its advertising account with the Lamport-MacDonald Company, advertising agency, of that city.

"Higher Prices West of Rockies" a Custom?

MOORE PUSH-PIN CO.
PHILADELPHIA, Sept. 15, 1925.

Editor of PRINTERS' INK:

The article in the September 10 issue of *PRINTERS' INK*, regarding the inadvisability of advertisers quoting an increased price for products sold in the Rocky Mountain and Pacific States territory over the prices charged east of Denver, is very interesting.

According to the opinion of Pacific Coast customers it is not considered advisable for advertisers to do this, which then brings the question to the front: How can the price be advertised in publications of national circulation where two prices are charged, for instance, ten cents east of Denver and fifteen cents west of Denver?

Even if only 5 per cent of the business of a company is secured from that territory no one company wants to displease 5 per cent or any per cent of its trade by quoting misleading prices in its advertising, such as ten cents per carton or packet when fifteen cents is the price generally charged in part of the territory reached by the publications carrying national advertising.

From the writer's experience with this, as well as several other companies, with whom I have been connected, I have found that even when shipments are made f.o.b. Pacific Coast points and delivered practically to customer's door, they will charge an increased price over the Eastern price simply because that seems to be the custom, if for no other reason.

For instance, if a company manufactures a ten cent product and advertises it nationally at ten cents, making delivery f.o.b. Pacific Coast points, the retail price to the ultimate consumer in that section will be fifteen cents and not ten cents.

Unless goods bulk, or are heavy, freight rates, particularly water rates, from Atlantic Coast to Pacific Coast points are not so great that this should cause a 50 per cent increase in the price of a ten cent Eastern resale commodity.

The Pacific Coast territory had five cent daily newspapers when on the Atlantic Coast and elsewhere throughout the Eastern United States we were purchasing our morning and evening paper for one cent, so perhaps the increased price of nationally advertised commodities is not entirely caused by freight rates as stated.

MOORE PUSH-PIN CO.
W. B. MILNOR,
Sales Manager.

Southwestern Newspaper Campaign Started

The Walker Properties Association, Austin, Tex., has started an advertising campaign which calls for the use of newspapers in forty-three Southwestern newspapers. The Walker company manufactures chile con carne, hot tamales and chili sauce. This campaign is being directed by the Crook Advertising Agency, Dallas.

If This Heavy-Footed Waiter Influences Many a Sale-

Think of the Sales the Intelligent Grocer can swing



EVEN the dullest waiter in a restaurant has a lot of influence over what customers are going to eat.

Let him say, "The roast beef is very nice today, sir," and a lot of people take roast beef because he suggested it.

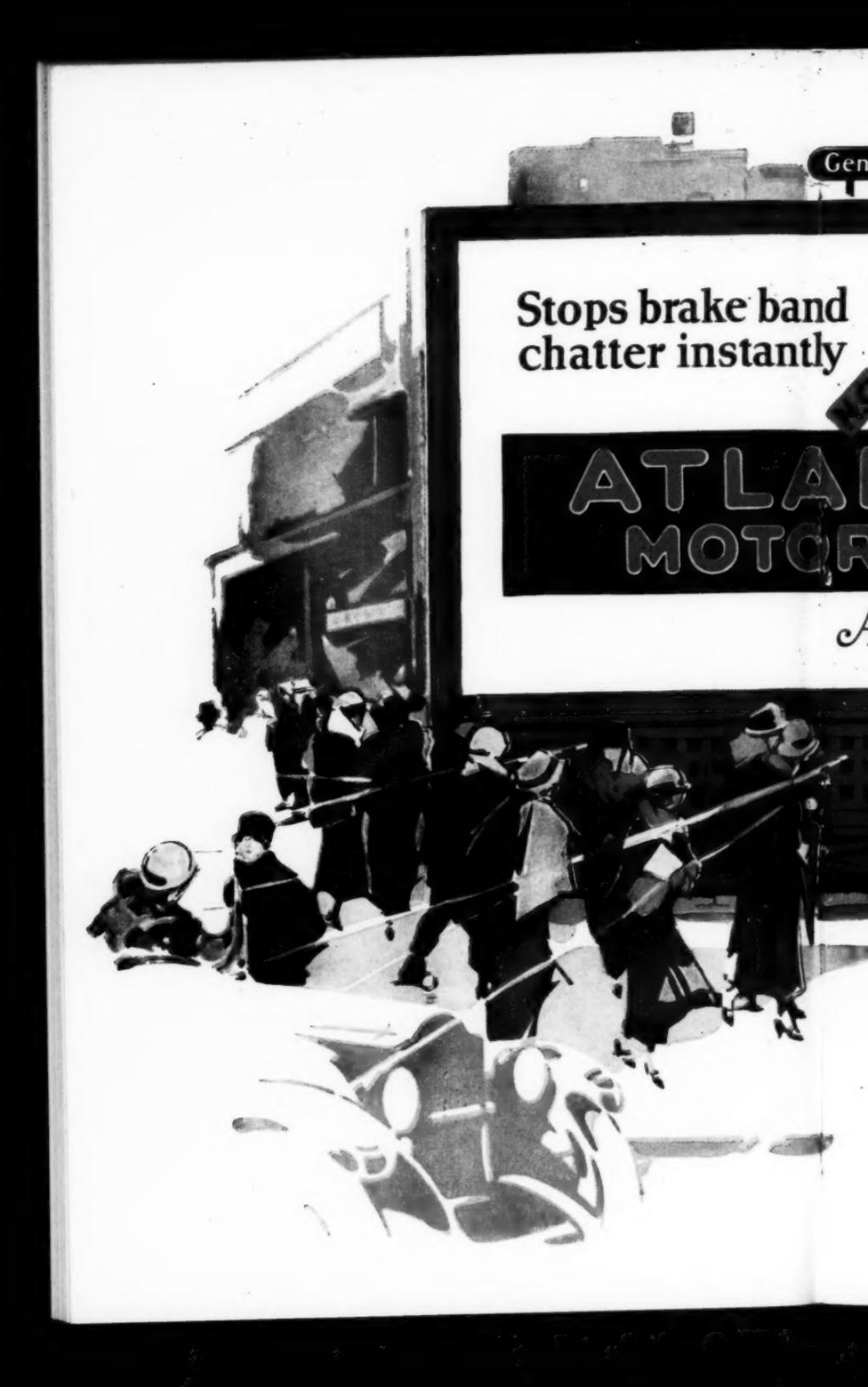
If the waiter with his low degree of mentality can sell the things he is told to sell, how much easier it is for the retail grocer to move the merchandise that he is interested in.

A word from him, a window display, a little pile of merchandise on the counter, may be the reason why one well known brand will lead in one store and a totally different brand across the street.

It pays to advertise to live, substantial grocers and jobbers. THE PROGRESSIVE GROCER reaches 50,000 of them every month. And the September issue carried more advertising than any previous number.

TRADE DIVISION
THE BUTTERICK PUBLISHING COMPANY
912 Broadway, New York





Gen

**Stops brake band
chatter instantly**

**ATLA
MOTOR**

General Outdoor Adv Co.

band
antly



ANTIC N.C. OTOR OIL for FORDS

A perfect lubricant

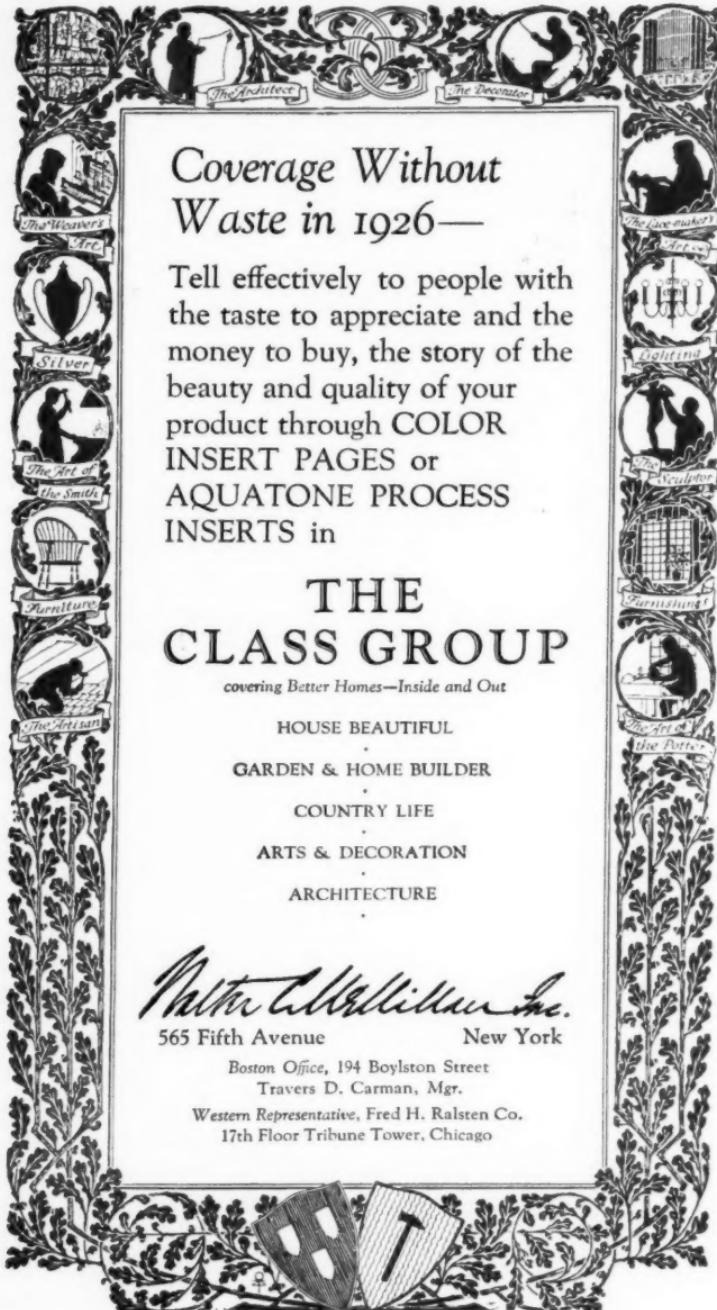
SIMPLE—direct—attractive—colorful; a design that encourages distributors to sell and the motorist to buy. Outdoor Advertising increases in circulation value with the growth of the automotive industry and the satisfied users of our medium in that field are a testimonial of its worth.

General Outdoor Advertising Co.
INCORPORATED

550 West 57th Street
New York City

Harrison & Loomis Sts.
Chicago, Illinois

Branch Offices in 52 cities



Coverage Without Waste in 1926—

Tell effectively to people with the taste to appreciate and the money to buy, the story of the beauty and quality of your product through COLOR INSERT PAGES or AQUATONE PROCESS INSERTS in

THE CLASS GROUP

covering Better Homes—Inside and Out

HOUSE BEAUTIFUL

GARDEN & HOME BUILDER

COUNTRY LIFE

ARTS & DECORATION

ARCHITECTURE

Walter L. H. Miller Inc.
565 Fifth Avenue New York

565 Fifth Avenue

New York

Boston Office, 194 Boylston Street
Travers D. Carman, Mgr.

Western Representative, Fred H. Ralsten Co.
17th Floor Tribune Tower, Chicago

When Scientists Split Hairs Advertisers Should Run

The Controversy Between the Forest Products Laboratory and the Paint Industry

By John Allen Murphy

OH, what a day I've put in. Since morning I've been feverishly looking through encyclopedias, dictionaries and scientific reports. As a result, my vocabulary is larger than it was a few hours ago. On the other hand, my head reels as it has not reeled since another Sunday last March which I spent in making out my income tax statement.

Here is a sample of the kind of scientific patter I have been trying to digest:

"Wood rot is not oxidation in the sense that the word is commonly used in connection with combustion or corrosion. It is true that after the wood substance has been hydrolyzed through the action of enzymes secreted by the fungus and has been absorbed by the latter, it is oxidized, at least in part, during metabolism and is probably eliminated in part as carbon dioxide and water. It is not at all customary, however, to describe such a complicated physiological process as 'oxidation.'"

Why was I sentenced to spend a day with "hydrolyzed," "enzymes," "metabolism" and several other highbrows of similar ilk, whose society puts me at ill-ease? It all happened this way. In the issue of July 30, *PRINTERS' INK* published an article under the title, "To Make Advertising Technically Accurate." This article told how the bureaus, laboratories and other agencies of the United States Government are helping manufacturers to make their advertising more accurate from the scientific standpoint. The article referred in particular to the work of the Forest Products Laboratory. This laboratory, among other things, is trying to educate the public as to the nature and causes of wood decay and how this decay can be checked if not entirely prevented.

Mention was made in the article of the fact that paint and varnish manufacturers have long been advertising that the use of their products prevents rot and preserves the painted surface. The Forest Products Laboratory doubts the accuracy of these claims. The article in question quotes one of the scientists of the Laboratory as saying:

"Wood rot is not oxidation or slow burning, and the methods advocated in the advertisements as a control do not apply. Wood rot is caused only by the action of fungi. The only methods of preventing wood decay, and painting is not one of them, are those that kill or exclude these wood-destroying fungi."

Well, it seems that this article has been causing scientists to sit up nights and have their golf handicaps raised alarmingly. That paint does preserve wood is one of the paint and varnish industry's basic selling arguments. Quite naturally the industry did not let go unchallenged the statement that this argument is scientifically inaccurate. It enlisted the help of experts, chemists, engineers, professors and other authorities in defense of the "Save the Surface and You Save All" Slogan.

THE OTHER SIDE OF THE ARGUMENT

PRINTERS' INK has just received a digest of the opinions of these authorities. This evidence arrived as a number of us were making our usual week-end hegira to the golf links. I was selected to present the paint manufacturers' side of the controversy only because it happened that I was unusually slow in getting to the elevators.

Anyway, I have spent the day in going over this evidence. After hours of study, I'll be switched if I know what it is all about. I'll say this for the paint scientists,

though: they use much smaller words than do the Forest Laboratory folks. Not once do they say anything about "enzymes," or "hydrolyzed." I am always on the side of the fellow who talks my simple language.

There is no necessity to quote the opinions of all these authorities. I will quote two of them, however, as they seem to sum up the case for the paint industry admirably. One of them is a paint expert. He writes:

"It seems to me that the whole cause of the disagreement is due to a misunderstanding or misuse of the English language. I think it is a mistake for technical and scientific men to use ordinary English words with very restricted and technical meanings. The Forest Products Laboratory has defined rot or decay as being specifically that kind of decay which is caused by fungi. From their standpoint they are technically correct. You use the word decay in the ordinary sense and from your point of view it seems to me that you are also correct. Personally I prefer the interpretation of decay which you have given to that given by the Forest Products Laboratory. I think that they should adopt a strictly speaking technical term for the word they mean when speaking of decay or rot."

The other authority is a professor of chemistry. He writes:

"It is hardly possible to find a slogan that is scientifically entirely correct and I doubt very much if anything but good has resulted from the use of this slogan. To take the matter to the extreme, no one would expect a house to withstand an earthquake just because it was painted and that they had seen the slogan 'Save the Surface and You Save All.' I must confess I have never limited the term 'decay' to the effect of fungi. I think you are entirely correct in saying that paint and varnish preserve wood. It does not of course follow that it will entirely prevent rotting from fungi."

The Forest Products Labora-

tory seems to take its stand on the assumption that it is fungi which cause wood rot and that paint does not prevent the action of fungi. Perhaps the Laboratory is right about fungi. If it is, there must be other things that cause wood deterioration besides fungi, for every one knows that paint does preserve wood, the Government's experts notwithstanding. It seems as though I must have been born with the knowledge that the painted surface lasts longer than the unpainted surface. The chances are, however, that I acquired the knowledge at my mother's knees, along with such other facts as "the world is round," "fire burns," "the way to get two blades of grass to grow where one grew before is to plant weeds" and that "goblins are likely to get naughty boys."

As I grew older, I presently observed that neighbors who kept their barns painted always had well preserved buildings. On the other hand, the unpainted buildings of Old Peter Tumbledown, who probably was an early convert to the doctrine that paint doesn't stop the action of fungi, were always in a dilapidated condition. In those days, however, we did not blame Peter's condition on fungi. We called it shiftlessness.

The moral of the controversy between the paint industry and the Forest Products Laboratory appears to be: When scientists split hairs, advertisers had better fall back on good old-fashioned common sense.

Horace Holley with National Baha'i Assembly

Horace Holley, who has been copy chief of the Redfield Advertising Agency, Inc., New York, for several years, has resigned to become executive secretary of the National Baha'i Assembly of the United States and Canada.

F. E. Bump, Jr., Joins "Scholastic Editor"

Franklin E. Bump, Jr., who was recently advertising manager for the Gisholt Machine Company, Madison, Wis., has become advertising and business manager of *The Scholastic Editor*, of that city.



President Hindenburg

chose Nation's Business
To deliver his message
To the leaders of American
business.

Your Announcements
intended To affect
business actions can
find no more direct
introduction.

NATION'S BUSINESS

Washington

200,000 Circulation (Member ABC)

Drive on Advertising Fakers

Leaders in Better Business Bureau Discuss Co-ordination

DRIVE fakers to cover," was the watchcry at the annual conference of the National Better Business Commission which was held at Indianapolis from September 22 to 25. Representatives from thirty-seven Bureaus attended the conference where they discussed a nation-wide program for the guidance of advertisers in the correction of merchandising abuses.

Addresses at the closing session clinched some of the fundamental points driven home by speakers at other sessions. These included Edward L. Greene, manager of the National Better Business Bureau, and Horace J. Donnelly, solicitor of the Post Office Department, whose address appears elsewhere in this issue.

Those attending the conference were welcomed by B. F. Lawrence, general manager of the Indianapolis *Star*, Blaine McGrath, president, Indianapolis Advertising Club, and Frank D. Hatfield, president of the Indianapolis Better Business Bureau. G. Ferris Olwin, retiring president of the Commission, presided.

A plea for the preservation of the "crusader spirit" that marked Better Business Bureau work in the days of the vigilance committee work of the Associated Advertising Clubs was made by Merle Sidener, long an active worker in the movement. He stressed the need of exerting unremitting energy to promote legitimate business and to expose crookedness.

Mr. Greene explained that the Bureaus are not police agencies but are institutions seeking to build confidence in business.

Louis E. Kirstein, vice-president, William Filene's Son Company, Boston, praised the general efforts of the Bureaus as being constructive and said that they are a powerful factor working for the good of retail trade.

The undermining effects on consumer confidence of "bait advertising" were brought out in the discussion of Philip L. Baldwin, of

Cincinnati. He deplored the improper use of "leaders" and held that "bait advertising" must be stopped in the best interest of legitimate advertising. "Free lots" and "free optical examinations" were set forth by Mr. Baldwin as typical "bait" offered to the public. Publishers, he declared, should be induced to print facts in connection with all forms of such advertising which "offered unusual bargains to attract customers in order to sell them inferior goods." Good stock, according to Mr. Baldwin, is used to "bait" advertisers into buying fake stock.

Dr. Arthur J. Cramp, director of the bureau of investigation of the American Medical Association, Chicago, reviewed some of the frauds practiced by medicine fakers and told of the efforts which his association was taking to expose such advertisers.

C. K. Woodbridge, president of the Associated Clubs, urged that each bureau have local autonomy, co-operating with the national body to promote better conditions.

Bureaus should unite the best business and community interests in naming advisory committees to get active co-operation, according to Kenneth Backman, of Boston. He urged naming newspaper men, and lawyers as representatives on executive committees. Members of industrial, financial and merchandising advisory committees should have no legislative powers, he said, but they should serve in advisory capacities with the executive committee and the manager.

Edward L. Greene, of New York, was elected president of the commission to succeed Mr. Olwin. Kenneth Barnard, of Detroit, was elected vice-president, and William P. Green, New York, secretary-treasurer. The new board of governors includes:

John N. Garver, Buffalo, Karl Finn, Columbus, Kenneth Barnard, Detroit, Ferris R. Miller, Los Angeles, A. D. Collins, Houston, and Edward L. Greene and William P. Green, as representatives, from the National Bureau.

THE MIAMI HERALD'S Policy of Fairness To Its Advertisers

It has never been the policy of The Miami Herald . . . nor will it ever be, to use any one month's business as a claim to leadership in advertising lineage. Herald leadership is based upon a long term period, as shown below, representing the consistent preference of advertisers.

Comparative Advertising Statement Of The Miami Herald and News From Jan. 1st to Aug. 31st, 1925

The following statement shows the Herald leading in 25 out of 31 classifications, and tie in one—proof positive of Herald **CONTINUOUS** leadership in Miami.

	Herald	News-Metropolis
*Amusements	464,597	427,938
*Automobiles, Accessories ..	530,551	484,785
*Bicycles, Motorcycles ..	1,526	1,344
*Building Materials	257,271	217,343
*Candy, Gum	34,328	6,657
*Classified Advertising	5,121,158	2,190,944
Department Stores	647,724	756,044
*Druggists	19,054	17,052
*Features	48,132	39,424
*Financial	495,460	413,994
*Foodstuffs	471,968	383,383
*Furniture	281,085	140,175
*Hotels, Resorts	617,190	330,785
*Household Articles	149,380	105,875
Jewelry	117,068	88,351
*Legal	277,270	245,217
*Men's Furnishings	225,295	112,980
*Miscellaneous	858,368	671,118
Motion Pictures	154,091	154,476
Musical	60,956	52,649
*Beverages	97,937	22,876
Office Appliances	20,986	19,652
*Medicines	396,571	172,151
*Real Estate	12,654,586	8,256,402
*Railroads, Travel	532,343	378,091
School and Colleges	12,530	17,304
*Shoes	163,350	126,748
Special Pages	369,054	369,054
*Tobacco	28,938	19,327
*Toilet Goods	57,106	16,128
*Women's Wear	299,110	245,189
TOTAL	25,464,992	16,553,950

*Indicates classifications in which Herald leads.

THE MIAMI HERALD

"Florida's Most Important Newspaper"

FRANK B. SHUTTS, Publisher

Romance in

An explorer was pinned under a rockslide on a mountain trail in far-off Tibet—that American gardens might have a gorgeous new flower. Read—

Price of the Regal Lily

by E. H. (Chinese) WILSON

Swiftly running rivers are being harnessed so that electricity may be carried to homes far in the country. Read—

The Romance of Superpower

by O. C. MERRILL

A great French scientist discovered by accident the way to save thousands of persons from the most horrible of deaths. Read—

Pasteur and the Mad Dogs

by DR. PAUL DE KRUIF

Uncle Sam has made deserts blossom and bring forth crops by the magic of water behind huge dams. Read—

Taking Politics Out of Reclamation

by M. C. CUTTING

Out of the northern forests hardy pioneers hewed their farms and visioned a future that has come true today. Read—

A Son of the Timberlands

by E. DAVENPORT

Agriculture

THREE is more to farming than corn and hogs. There is romance in it—adventure that spurs the imagination *The Country Gentleman* is telling some of these stories, along with thoroughly practical articles to help the farmer in his business. Every manufacturer and sales manager should read the 164-page October issue of the new monthly *Country Gentleman* to see for himself how the romance and the practice of agriculture combine to make this interesting publication.

The Country Gentleman

THE CURTIS PUBLISHING COMPANY

INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

The Country Gentleman

The Saturday Evening Post

The Ladies' Home Journal

1,033,522
Lines of Advertising
From One Firm in One Year—

During the twelve months period from September 1924 to September 1925, the Louis Pizitz Dry Goods Co., one of Birmingham's largest department stores, used 1,033,522 lines of advertising in The Birmingham News. It might be added that this firm used only 339,906 lines of advertising in the second paper and none in the third paper.

In order for any newspaper to carry such a tremendous volume of advertising from any one department store, that newspaper necessarily must have reader confidence, circulation, prestige, pulling power—everything that a dominant advertising medium should have. The Birmingham News has all of these,—and Birmingham merchants know it.

Following are the lineage figures for the Louis Pizitz Dry Goods Co., for the past year:

	NEWS	AGE-HERALD	POST
September 1924:	5,466 Inches	1,718 Inches	----
October	8,828 "	2,968 "	
November	7,842 "	2,928 "	
December	6,589 "	2,477 "	
January 1925:	6,116 "	2,424 "	
February	5,112 "	2,342 "	
March	6,435 "	1,696 "	
April	6,489 "	2,445 "	
May	5,012 "	2,640 "	
June	6,979 "	1,651 "	
July	4,451 "	440 "	
August	4,504 "	550 "	
TOTAL:	73,823 "	24,279 "	

NET PAID CIRCULATION
NOW GREATER THAN

The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

KELLY-SMITH CO.
New York

J. C. HARRIS, Jr.
Atlanta

KELLY-SMITH CO.
Chicago

Squeezing Institutional Copy into Small Space

A Canadian Advertiser Shows How to Do It

INSTITUTIONAL advertising is usually associated with large space. The two seem to be inseparable. That is why when mention is made of such a campaign, one is likely to think of the advertising of such concerns as General Electric and General Motors. The logical conclusion is that institutional advertising is beyond the reach of the small advertiser.

However, the conclusion is not correct. It is entirely possible to build up prestige and acquaint the public with the principles and policies of a business without using large space. This is proved by a six inch newspaper campaign which has been conducted by a Canadian advertiser since March, 1923.

This advertiser is Moirs, Limited, of Halifax, confectioner and baker. The campaign embodies the following fundamentals:

1. Standardized layouts.
2. A definite schedule of insertions.
3. Continuity.
4. Preferred position.

In style, the copy has been made to resemble a miniature newspaper, which is called "Town Topics." Each advertisement carries the date, a volume and issue number and weather forecast. The figure of a town crier, ringing his bell, appropriately illustrates the purpose of the bulletin, which is to carry news of timely interest to the reading public, inside stories of the Moirs' factory, announcements of new products and facts about various ingredients used.

For instance, one advertisement told of the receipt of an order from a customer in Portland, Oreg., who wanted a wedding cake

to be lettered "1900-1925." An appropriate way of commemorating the event, ordering the cake from the one who made the original, readers were told. Another advertisement reported:

Mr. Ward, the first customer Moirs secured in London, England, recently

Town Topics
Tid-bits on the Tip of Everybody's Tongue
VOL. 2, NO. 27. HALIFAX, AUGUST 7. SHOWERS

The Old Town Clock

Stands faithfully forth in the most prominent part of a view of Halifax from the Citadel, one of the scenes selected to advertise Nova Scotia in the series of post-

cards enclosed in each package of the Souvenir Box of Nova Scotia, issued by Moirs.

Many Nova Scotians will select this package as the one to send as a remembrance to the far-aways. Others will tactfully point out its suitability for souvenirs purposes to tourists.

APPARENTLY SMALL SPACE IS NOT A SERIOUS OBSTACLE IN THE WAY OF INSTITUTIONAL ADVERTISING

asked for the agency for Moirs' Chocolate in the Gold Coast, Africa. Significant of the experience of customers in London.

A reminder of war days and the part which Moirs played in the lives of Canadian soldiers and their families, is presented in the text of one advertisement which reads:

A St. John business man sends us this extract from a letter he received from England:

"You can square the account for the colored prints I am mailing you by sending me a box of Moirs Candies, if you have time to get them and post them to me. A box was sent me during the war by the sister of a Canadian soldier for whom I was able to do a few favors, and they have lingered in my memory ever since. They seem so different from our English sweets."

Here is one war memory that proved lasting, after seven to eleven years!

These items ingeniously tell, between the lines, a story of the pleasant relations which this company enjoys with its dealers and customers. No arguments are ad-

vanced as to why Moirs is the best; the plan is to make merely casual mention of incidents of human interest that get over a message which is more readily accepted by readers because of this subtle treatment.

In giving news of current events, a selection is made of those which dovetail with the interests of the company. Typical of these is one which refers to the recent attempt of Miss Ederle to swim the English Channel. "The effort was too much for her and she collapsed," reads the text. "How did they revive her? The cables say, After she ate a bar of chocolate she recovered quickly.

"Whenever you need a quick pick-me-up you will find one for five cents, wherever Moirs' Chocolate Bars are sold. A food, as well as a confection."

Each advertisement appears bottom centre on the front page, two columns wide, three inches deep. The size and general makeup never vary. This institutional advertising is distinct from the company's other activities which include the use of magazine, newspaper, car-card and outdoor advertising and dealer helps.

Has Moirs found the use of small space a worth-while basis on which to build an institutional campaign? The best answer to this question is the fact that, ever since its inception, the campaign has been extended in scope.

The series started in March, 1923. At first, only two Halifax newspapers were used. In August of that year, the campaign was extended to other newspapers in the Maritime Provinces. Since then, others have been added until now the series appears weekly in a list of forty-two papers. In the Halifax papers, "Town Topics" appears three times a week.

Harry G. Kebel with Gold Dust Corporation

Harry G. Kebel, recently advertising manager of The American Molasses Company, New York, is now engaged in sales promotion work with the Gold Dust Corporation, also of New York. He had been with the Molasses company for more than five years.

Showing the Dealer an Advertising Campaign

Telling the dealer how much advertising is being done is often a difficult task. Merely to say that 17,000 advertisements are being used in one month may not impress some dealers, but The Scholl Manufacturing Company, New York, manufacturer of foot specialties, has emphasized the above statement in a trade-paper advertisement by reproducing a photograph of a scene in its checking department, showing two girls working, with newspapers piled on each side of them and a hand truck loaded with more papers in the foreground.

Under the caption "Scholl Advertising Completely Blankets Entire United States," the company explains the illustration in this way: "Seeing is believing. To see anything is much more impressive than hearing about it. The illustration above is the result of this form of reasoning. Bringing newspapers into the checking department by the truck load we thought was a very impressive sight. It gives one a better understanding of Dr. Scholl's all-embracing advertising activities than to mention names and figures."

Then follow detailed statements concerning the advertising, which includes 8,000 advertisements monthly in 500 daily newspapers, 9,000 advertisements monthly in 4,500 weekly papers and advertising in 75 magazines.

H. W. Alexander with New Business Institute

Harry W. Alexander has been elected vice-president and treasurer of the newly organized Business Ability Institute, Inc., New York, educational courses. He will continue as vice-president of the Ersa Manufacturing Company, also of New York.

Spencer A. Jones Joins Boston Agency

Spencer A. Jones has joined the P. F. O'Keefe Advertising Agency, Inc., Boston. He recently conducted his own advertising business at Jacksonville, Fla. Prior to that he had been with the Newell-Emmett Company, Inc., New York advertising agency.

Now The Majestic Rubber Company

The name of The Inter-Continental Tire & Rubber Company, Indianapolis, Ind., manufacturer of Miami tires, has been changed to The Majestic Rubber Company.

H. P. Nelson Joins Hal. T. Boulden & Associates

H. P. Nelson has joined the staff of Hal. T. Boulden & Associates, Inc., New York. He will devote most of his time to the Eastern promotion of *All-Sports Magazine*.

**The real
buying public
is bounded
by the ages of 17
and 45.**

**In Detroit territory
the Detroit Times
represents that
especial public to a
degree difficult
to equal anywhere.**



**Its circulation is big.
Its reader influence is
intense—
It sells merchandise.**



More than 850,000 copies monthly to real farmers in the "Heart States" territory, receiving 47% of the national farm income.

THE MEREDITH PUBLICATIONS

SUCCESSFUL FARMING - THE DAIRY FARMER
BETTER HOMES AND GARDENS

E. T. MEREDITH, *Publisher, Des Moines, Iowa*

SUCCESSFUL

Chicago Office:
J. C. BILLINGSLEY
123 W. Madison St.

New York Office:
A. H. BILLINGSLEY
270 Madison Ave.

St. Louis Office:
A. D. MCKINNEY
Syndicate Trust Bldg.

Kansas City Office:
O. G. DUVIES
Land Bldg.

Better Living for Real Farmers

Your best prospects are real farmers living on modern farms. They have the means to buy and the desire for the best things in life, or they would not have modern farms.

Successful Farming subscribers concentrated chiefly in the "Heart States" lead in

- Farm lighting plants**
- Modern home heating**
- Homes with running water**
- Homes with baths**
- New building—**
- Houses, barns, hog houses,
poultry houses, silos, etc.**

Successful Farming offers you real circulation among active farmers who have the ability to buy and whose habits of living supply ready demand for your merchandise.

For many years Successful Farming has been the backbone of most successful campaigns to the farm field. Concentrate your efforts in the prosperous "Heart States" territory—get full coverage through Successful Farming.

Successful Farming

asas City Office:
W. G. DUVIES
and Bass Bldg.

Minneapolis Office:
R. R. RING
Palace Bldg.

Western Office:
C. W. WRIGHT
Sharon Bldg., San Francisco

F. O. BOHEN
Advertising Director
The Meredith Publications

Industrial Advertisers to Discuss Sales Cost Economies

WHY do we advertise? How do we know we are not spending too much or too little? What are we aiming to accomplish? These three questions will be answered by members of the National Industrial Advertisers Association at its fourth annual convention. The principal theme of the convention, which will be held from October 19 to 21, at Atlantic City, N. J., will be "Cutting the High Cost of Selling by Applying Common-Sense Methods to Advertising."

Bruce Barton, president of Barton, Durstine & Osborn, Inc., New York, will sound the keynote at the opening session, speaking on "Common Sense in Advertising—How It Reduces Sales Expense." Bearing on the main topic will be addresses by C. K. Woodbridge, president of the Associated Advertising Clubs of the World, W. S. Hays, president of the Eastern Industrial Advertisers Association and R. H. DeMott, general sales manager of the S. K. F. Industries. Other phases of industrial advertising that should be of interest to members and that will be discussed are direct-mail, export and motion picture advertising.

E. F. Carley, advertising manager of the explosives department, E. I. du Pont de Nemours, has been added to the list of speakers. He will talk on "Advertising to Future Engineers." Except for minor changes that may be made, the program is as follows:

October 19, Morning: President's address, Julius Holl, Link-Belt Company; "Common Sense in Advertising—How It Reduces Sales Expense," Bruce Barton, president, Barton, Durstine & Osborn; "Quick Refunding Investments," E. P. Blanchard, advertising manager, Bullard Machine Tool Co., and "Inter-Trade Co-operation," J. C. Bebb, Otis Elevator Co.

October 19, Afternoon: "The Editor's Responsibility to the Advertiser," E. J. Mehren, vice-president, McGraw-Hill Co.; "Dry Trade Paper Advertising—One Way to Step It Up," A. W. Diller, The Blackman Co.; "What the Purchasing Agent Seeks in Industrial Advertising," F. J. Petura, general purchasing engineer, H. L. Doherty &

Co.; "The Advertising Manager as Purchasing Agent," M. F. Behar, advertising manager, C. J. Tagliabue Mfg. Co., and "The Tie-Up Between Advertising and Sales Departments," T. H. Dauchy, International Nickel Co.

October 20, Morning: "Institutional Advertising by Direct Mail," Allan Brown, advertising manager, The Bakelite Corporation; "Industrial Advertising—Its Place in the Advertising World," C. K. Woodbridge, president, Dictaphone Corporation and Associated Advertising Clubs of the World; "The National Council of Business Mail Users," Richard H. Lee, general counsel; "Giving Your Direct Advertising More Than a Chance," Philip Kobbé, Philip Kobbé Co.; "Securing Facts and Figures from the Field and How to Use Them," R. H. DeMott, general sales manager, S. K. F. Industries, and "Market Research Work of the Department of Commerce," A. Heath Onthank, chief, domestic commerce division.

October 20, Afternoon: "Notable Advertising Successes of 1925"—N. S. Greensfelder, advertising manager, Hercules Powder Co.; W. W. French, advertising manager, Dodge Manufacturing Co. and others. Three questions. Why we advertise? How do we know we are not spending too much or too little? and What are we aiming to accomplish? will be answered by D. J. Benoliel, advertising manager, International Chemical Co., G. L. Erwin, advertising manager, Kearney-Trecker Corporation, R. W. Bacon, U. T. Hungerford Brass & Copper Co. and others.

October 20, Evening: Program under the management of Hoyt Catlin, advertising manager, Bryant Electric Co.

October 21, Morning: "The Use of Color in Industrial Advertising," S. T. Scofield, advertising manager, Fairbanks, Morse & Co., and L. C. Hewins, sales manager, The Van Dorn & Dutton Co.; "Apportioning the Appropriation Among Industrial Markets," A. M. Staehle, Westinghouse Electric & Manufacturing Co.; "Why Go At It Hit or Miss?" W. S. Hays, president, Eastern Industrial Advertisers Association; "Export Industrial Advertising," L. Emery, assistant general manager, International General Electric Co., and "The Prophetic Idea in Advertising," Walter Drey, vice-president, *Forbes Magazine*.

October 21, Afternoon: "Industrial Motion Pictures—How to Use Them," G. A. Richardson, manager technical publicity department, Bethlehem Steel Co.; reports of standing committees; awards of exhibit prizes; and report of nomination committee and election of officers.

Birmingham "Post" Appoints W. C. Tichenor

W. C. Tichenor, advertising manager of the *Memphis Press*, has become assistant business manager of the Birmingham *Post*.

George Strecker, who is in the national advertising department of the *Chicago Tribune*, has been transferred from the Chicago office to the New York office.

Why Did This Letter Pull 7 Per Cent Results?

MILWAUKEE KNITTING COMPANY
MILWAUKEE, WIS.

Editor of PRINTERS' INK:

We are enclosing a filled-in letter which has already pulled 7 per cent results. However, we cannot lay our finger on the one thing in this letter which has sold the merchandise for us. Can you?

We should greatly appreciate your returning the enclosed letter when you are through with it.

Looking forward to hearing from you, we are

MILWAUKEE KNITTING COMPANY.

THE letter which the Milwaukee Knitting Company wants explained and then returned has an actual order written on it. It is far easier to return the letter than explain its pulling power to the satisfaction of every student of letters. Here is the letter which pulled the orders:

Dear Sir:

Have you a popular priced Lumber Jac to pep up your early fall sales?

This knitted coat, with its tight band at the waist can now be obtained at \$39, \$48 and \$60 per dozen.

Let us send you a few numbers in assorted colors. We shall make a careful selection of these Jacs and give you a snappy display.

Okay this letter, slip it into the enclosed addressed envelope and an assortment will reach you by return parcel post.

Sincerely yours,

MILWAUKEE KNITTING COMPANY.
P. S. We can give prompt delivery on wild patterned V-neck pullovers at \$30 to \$42 per dozen. Specify price range desired.

The style element, of course, has a bearing. The subject matter interested the retailer at a time when flappers, philosophers, children, politicians, city folks of all kinds have gone in for jackets worn formerly only by lumber-jacks. Yet the letter seems to us to have three qualities which will make almost any letter pull better. It is short, it is easy to read and easy to answer. It doesn't suggest to the man who gets it that he sit down and write a letter. It says "okay this letter and slip it into the enclosed addressed envelope." The only things needed are the inclination to buy and a lead pencil.

The three old-fashioned qualities mentioned probably make up for the lack of those more fancy qualities of literary style and skill in composition which make fine reading but do not always bring home the bacon in the form of orders.—[Ed. PRINTERS' INK.]

Advertising Introduces Traffic Officers to Visitors

Topeka, Kans., recently used full-page newspaper advertising in which the traffic police of the city extended a welcome to all visitors. It was announced that parking rules were waived where strangers were concerned and that a "courtesy card," explaining the exemptions, would be given, instead of a court summons, in case of a violation of a traffic rule. A photograph pictured the leader of the traffic squad and the officers under him. A list of the men's names was included and served as an introduction to them.

American Radiator Company Advances L. M. Butler

Lin M. Butler, with the American Radiator Company, has been placed in charge of a newly formed industrial sales division, with headquarters at Chicago. Until recently he was with the Buffalo office.

J. E. Wright with Fidelity Title & Trust Company

John E. Wright, for several years vice-president of the W. S. Hill Company, Inc., Pittsburgh advertising agency, has resigned to become manager of new business for the Fidelity Title and Trust Company, also of Pittsburgh.

Canadian Papers Appoint Vernon C. Hall

L'Evenement, Quebec, Can., and *Le Nouvelliste*, Three Rivers, Que., have appointed Vernon C. Hall, publisher's representative, as their national advertising representative for Montreal and the surrounding territory.

Joins Fort Worth Agency

Stanley Highsmith has joined the production staff of the Wimberly Advertising Agency, Fort Worth, Tex. Until recently he was assistant to the advertising director of the Fort Worth branch of Montgomery Ward & Company.

Food Account for Evans, Kip & Hackett

Certified Foods, Inc., Westfield, Mass., has placed its advertising account with the Springfield, Mass., office of Evans, Kip & Hackett, Inc., advertising agency.

Honor C. H. Stoddart, on Fiftieth Year in Advertising

CHARLES H. STODDART, having completed fifty years of active service as an advertising worker, was the guest of honor at a jubilee dinner in the Blackstone Hotel, Chicago, on September 21. The event was sponsored by a special committee of New York and Chicago advertising men under the chairmanship of Stanley Clague, managing director of the Audit Bureau of Circulations. Nearly 400 advertising men from various parts of the East and Central West were present, and many wired regrets and congratulations.

The principal addresses at the dinner were made by Frank A. Munsey, head of the Munsey publications; A. D. Lasker, president of Lord & Thomas; Gilbert T. Hodges, advertising director of the Frank A. Munsey Company and Douglas Mallock, of the *American Lumberman*. The toastmasters were Wilbur D. Nesbit, of the William H. Rankin Company and J. R. Woltz, of the Brandt Advertising company.

Mr. Stoddart became associated with Frank A. Munsey in 1882, at which time Mr. Munsey was publishing the *Golden Argosy*. Six years later he went to Chicago as Western director of the Munsey company, and still serves in that capacity. A number of "Stoddart's old boys" now connected with the company in the East went to Chicago with Mr. Munsey to honor their old associate.

Mr. Stoddart, in an address of appreciation, told of the great changes brought about in advertising during the half century he has been working at it.

"Years ago," he said, "the advertising salesman, if tolerated at all, was looked upon as more or less of a nuisance. Now he is a welcomed business counselor. The advertising was a mere side issue which could be trusted to a mere clerk, or handled by somebody else during his leisure moments. Now

it is regarded as just about the biggest thing in business and is administered by men of corresponding size—often by the heads of the companies themselves."

Mr. Stoddart was presented with a beautifully prepared, hand-lettered book, containing a testimonial recounting his services to advertising and advertising men by Mr. Hodges. It concludes thus:

"And so we come to bear testimony that this man has toiled longer in advertising than any other living man; that he has done more acts of friendship than any other man we know; that he has aided to success so many others that we count the list of those he helped the largest any man has made. He is still working as if his career were yet to be achieved; as if his ambition were new to deserve and hold still more countless thousands of friends. This man, blessed and blessing in every day and in every deed in all his life, is Charley Stoddart."

In addition to Mr. Clague, the Western members of the arrangements committee included Homer J. Buckley, W. Frank McClure, Reuben H. Donnelley, Roscoe J. Raney, J. R. Woltz, Lloyd Maxwell, Frank H. Thomas, Charles H. Porter and Robert Virtue. The Eastern members were James O'Shaughnessy, William H. Rankin, Gilbert T. Hodges, Rowe Stewart and John Irving Romer.

New Account for Ferry-Hanly Agency

The McNab Corporation, Bridgeport, Conn., nautical devices, has placed its advertising account with the New York office of the Ferry-Hanly Advertising Company. Magazines, including boating and outdoor publications, will be used.

Appoint Hamilton-Delisser, Inc.

The Berwick, Pa., *Enterprise*, has appointed Hamilton-Delisser, Inc., publishers' representative, New York, as its national advertising representative.

Bank Appoints Conlon Prescott Agency

The Citizens National Bank, Boston, has appointed Conlon Prescott & Company, advertising agency, of that city, to direct its advertising.

200,049 families read
The Detroit Free Press
daily. 80.2% of this
circulation is local,
which is 11% greater
than the average of
ten other great morn-
ing newspapers in their
respective cities. This
circulation is all "clear
quill"—a "top-of-the
bottle" distribution
that is rich in returns
to those who use it
consistently.

National Representatives:
Verree & Conklin, Inc.
NEW YORK CHICAGO
DETROIT KANSAS CITY
SAN FRANCISCO

Combined— TWO GREAT MERCHANTS



DRY GOODS ECONOMIST
is the ACTIVE business paper
of the department stores. Authority
leader in the present retail market.



DRY GOODS is this national paper of
the trade and retail stores which sell
radio and household electrical equipment.

The combined sales of electrical household appliances and radio to the public by the classes of merchants who are readers of ELECTRICAL GOODS represent a larger volume than that of any other class of retail outlet.

Not only does ELECTRICAL GOODS cover the greatest present dealer market for this class of merchandise but the possibilities for future development are greater in its field than any other retail channel.

ELECTRICAL GOODS is a monthly business paper whose contents are devoted to the sale of electrical goods and radio by hardware and department stores.

ELECTRICAL GOODS is mailed in the same wrapper with the first issue of each month of both DRY GOODS



DISING CIRCULATIONS

ECONOMIST and **HARDWARE AGE**. It has a paid circulation of 36,000 copies, without duplication to America's greatest and most stable merchants. It covers a field whose retail sales of electrical goods and radio are showing a greater annual increase than any other.

Why not "Swim with the Tide" in developing sales of electrical goods and radio and cash in on the prestige of these merchants?

The circulation of **ELECTRICAL GOODS** offers to the manufacturer the wide distribution of the hardware store and the volume sales of the department store.

A booklet—"Swimming With The Tide Of Buying Habits"—written by Frank E. Watts, has been pronounced by a national authority as the best presentation of the effect of economic forces on distribution and merchandising ever put in print. A copy will be sent on request to anyone interested in this vital subject.

Publisher's Report of Total Circulation . . .

Dry Goods
Economist 16,200
Hardware
Age . . . 20,300

**ELECTRICAL
GOODS**
(36,500)

ELECTRICAL GOODS
239 West 39th St., New York City

(36,000 MONTHLY--NO DUPLICATION)

Oct. 1, 1925

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK

*If you want to know about our work,
watch the advertising of the following:*

BON AMI
CONGOLEUM RUGS
VALSPAR VARNISH
GRINNELL SPRINKLERS
McCUTCHEON LINENS
TAVANNES WATCHES
PETER SCHUYLER CIGARS
ANSCO CAMERAS AND FILM
COLUMBIA WINDOW SHADES
WELLSWORTH OPTICAL PRODUCTS
TARVIA
DUZ
WALLACE SILVER
HAVOLINE OIL
THE DICTAPHONE
BARRETT ROOFINGS
NAIRN INLAID LINOLEUM
COOPER HEWITT WORK LIGHT
SILVER KING GINGER ALE
BONDED FLOORS
TAO TEA BALLS
NEW-SKIN

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies

Member of the Audit Bureau of Circulations

Member of the National Outdoor Advertising Bureau

When You Need Historical Data on American Cities

A Plan That Shows Advertisers How to Get Authentic Information That Will Win the Friendliness of a City When It Appears in Type

HISTORICAL descriptions of American cities are often necessary in advertising copy. Generally speaking, any advertiser who makes reference to a city in his advertising copy wants the people of the city mentioned to be pleased. It is plain that if this wish is to be fulfilled the advertiser must be certain, above all other things, that his historical material is authentic.

Here is a report on the preparations of a large-scale institutional campaign which unfolds a practical plan for obtaining authentic historical copy data on American cities.

The advertiser is S. W. Straus & Co., real estate investment bond house of New York. This company recently started an institutional campaign in newspapers in thirteen cities.

In each of those thirteen cities, according to present plans, there will appear thirteen different large size advertisements. The opening advertisement in each city was different. In Detroit, for example, the copy was concerned with Detroit; in St. Louis with St. Louis; in Los Angeles with Los Angeles. The succeeding twelve advertisements that appear in Detroit will not, however, be on Detroit. They will cover, one by one, the other twelve cities on the list. This is the plan that will be followed in each of the thirteen cities.

The purpose of this copy is to show the vision and the experience of the Straus company by relating and picturing the growth and progress of the important cities of the country in which it has made investments. That is the side for the investor who buys Straus bonds. Then there is another side, that of giving the people of each city a concise story of the material growth of their city, and at the same time to show them the part Straus bonds have played in aiding in that growth. Other points

worth stressing, namely, diversity of the offerings of the company and the stability of the Straus organization, have been recognized and presented in this copy.

As a specific example of exactly how these various ideas were covered in one advertisement, the copy on Dallas, Texas, might be cited. The copy starts in this manner:

Dallas—eighty years ago a crude cat-
tle town, rude outpost of civilization on
the dusty Texas plains—today, one of
the “wealth spots” of the nation, the
hub of Texas’ wheel of fortune.

In 1841 pioneers, journeying west-
ward, found a spot on Trinity River
which they rightly believed was ideal
for a city site. They named it Dallas,
in honor of George Mifflin Dallas, vice-
president of the United States in the
administration of Polk.

Dallas has undergone a transformation
typical of that of the Lone Star State.
Railroads and interurban lines radiate
in every direction from the city through
the prosperous, richly-endowed waxy-
black farm lands, so productive of
wealth in cattle and crops. Here is the
market for millions of bales of cotton; here
are manufactured harnesses, saddle-
try, farm implements, automobiles; here
are flour mills, cement plants, packing
houses, oil refineries, grain elevators, the Federal Reserve bank of
the eleventh district—identifying marks
of a thriving, driving community, al-
ready great, yet just beginning to feel
its power of growth.

Up to this point, the copy, it
will be observed, is concerned
solely with the city of Dallas. In
the next paragraph, the Straus or-
ganization steps into the story in
this fashion:

Straus Bonds, secured by Dallas prop-
erties and backed by Dallas wealth and
prosperity, have been sold to investors
all over the nation. From every State
S. W. Straus & Co. has marshaled
money to aid the growth and develop-
ment of this city. Straus judgment
born of long experience has approved
properties in strategic locations, where
sound values and certain earning power
assure safe investments, as security
behind Straus Bonds. Among the
structures thus financed under the
Straus Plan and pictured above are the
new Baker Hotel, the Dallas County
State Bank Building, the Dallas Ath-
letic Club and Office Building, the



If You Can Picture Your Product

—the Rotogravure Section of The Washington Sunday Star offers peculiarly strong advertising opportunity.

The Star's Rotogravure Section engages the highest degree of reader interest by reason of the prominent personages that visit, and the important events that take place in the National Capital and are featured in Rotogravure pictures week after week.

You reach practically everybody in Washington by use of The Star alone.

The Sunday Star

THE SUNDAY EDITION OF THE EVENING STAR

WASHINGTON, D. C.

NEW YORK OFFICE
Dan A. Carroll
110 E. 42nd Street

CHICAGO OFFICE
J. E. Lutz
Tower Building

pected that the material for illustrations would not be so abundant as the information for text matter. This deficiency was supplanted by research in libraries.

The job, however, was not yet entirely complete. When copy had been written and illustrations drawn each Chamber of Commerce was sent a photostat of the drawing and a statement of the text material that it proposed to use concerning its particular city. The complete approval of the Chamber of Commerce was asked and received.

Criticism of advertising that makes use of historical data or historical scenes of American cities usually comes from Chambers of Commerce. This is as it should be, since it is the function of such organizations to interpret their cities. The plan utilized in the case of the Straus advertising makes constructive use of that function of a Chamber of Commerce guarantee that the advertiser's intention to give a friendly boost to the cities it is advertising will be received as it was intended by the advertiser—in a friendly spirit.

J. F. Gallagher to Direct Eisenlohr Sales

Joseph F. Gallagher has been elected vice-president and a director of Otto Eisenlohr & Bros., Inc., Philadelphia, maker of "Cinco" and other brands of cigars. He will have charge of sales. Mr. Gallagher was formerly with Manuel Cressman's Sons, also of Philadelphia, as vice-president in charge of sales.

"Laughter," New Humorous Monthly, Published

The Guild Publishing Company, Philadelphia, has published a new humorous monthly known as *Laughter*. It will feature jokes, pictures, epigrams and humorous short-stories. Samuel J. Perry, publishers' representative, New York, will be national advertising representative.

"Spatula" and "The Practical Druggist" to Consolidate

Spatula, Boston, owned and published by Irving P. Fox, has been sold to Romaine Pierson, managing editor and publisher of *The Practical Druggist*, New York. Beginning with an October issue, the two publications will be consolidated.

More Light on the Hand- Shaking Salesman

EASTON, PA., September 22, 1925.

A resourceful lady of my acquaintance, whose job is that of managing a good-size restaurant—including the buying—says that one of her problems used to be this matter of greeting the eager hand-grippers. She doesn't, of course, mind shaking hands when there is real occasion for it.

This lady consulted a friend with some knowledge of jiu-jitsu, who showed her a quick method of cracking the elbow of the impetuous individual. He advised, however, that she always have a little knitting job on her desk, and that she arise with this material in her hands. In an emergency, a well-pointed knitting needle helps. But she hasn't had to use it yet. When the go-getters see both of her hands occupied, they usually get the point. I don't mean the point of the needle!

Lesson 13 of most salesmanship courses gives this advice: "Don't flop yourself into a chair until your 'prospect' seats himself or gives you some other such hint."

Not so long ago one of the bubbling type of salesmen overlooked this sound rule, took a chair and prepared for action. His prospect gravely walked across the room and stepped up into a chair. Then it was impossible for Mr. Salesman to obey that other rule about looking down into the prospect's eyes, and his cause was lost.

S. ROLAND HALL.

Campaign Planned for Dyo Shoe Polish

Car card and newspaper advertising will be used in a campaign which is being planned by the Dyo Shoe Polish Company, Waco, Tex. Plans call for the use of a list of 175 newspapers in the Southwest. The Chilton Advertising Agency, Dallas, will direct this campaign.

Bellamy-Neff Company Adds to Staff

Louis Williams and John Butler, formerly with the advertising department of the *Chicago Herald and Examiner*, have joined the staff of the Bellamy-Neff Company, Chicago advertising agency.

Jewel Tea Sales Increase
The Jewel Tea Company reports sales of \$9,411,823 for the first thirty-six weeks of 1925. When compared with \$9,242,088 for the same period of last year, this is a gain of \$169,735, or 1.8 per cent.

De Forest Appoints P. M. Farmer

The De Forest Radio Company, Jersey City, N. J., has appointed Paul M. Farmer assistant general sales manager.

If Every Agency Man knew what every hardware man knows, Hardware Age would be on every hardware list.

The Human Side of a Great Business Publication

*Back of every great enterprise
is a human element contributed
by those men whose experiences
and personalities are reflected
in that enterprise.*



Charles J. Heale, Market Editor



MARKET EDITOR Charles J. Heale, the able Market Editor of HARDWARE AGE. Mr. Heale has been with HARDWARE AGE since 1916. During the greater part of that time he has specialized on market prices and market conditions.

In conjunction with his market work, he has made a careful study of hardware merchandising, and is known as an expert news reporter and an authoritative writer on retail sales and display methods. This phase of his activities led him into hundreds of retail stores, and made him a welcome guest at numerous hardware conventions. It also gave him a personal acquaintanceship with thousands of hardware merchants in all parts of the country.

During 1923 and 1924 he served as Resident Editor in Cleveland, Ohio, where his outstanding ability resulted in promotion to his present position in the home office.

It is as Market Editor, however, that Mr. Heale is rendering his greatest service to those who buy and sell hardware. His keen insight into market conditions, his reputation for accuracy, and his pleasing personality have opened to him all the varied sources of hardware market information.

Each week he personally obtains the New York market report. This, with the market information sent in by the resident editors in the principal market centers, forms a reliable, recognized buying guide for the retail hardware trade.

To Mr. Heale belongs much of the credit for the intensely practical market and merchandising information, which marks HARDWARE AGE as the ESSENTIAL business publication of the hardware field.

"The Most Influential Hardware Paper"

Hardware Age

A.B.C. A.S.R.
239 West 39th Street New York City



Oct. 1, 1925

Advertisers with



Do you know your
candy a-b-c's?

NO! Because they're new
... & it's hard even to say them.



Smoker's first aid

(Another permission of Astor.)



Blackstone
CIGAR



Vacuum Oil Company

Gargyle Mobilist
Gargyle Lubricating Oils
for Plant Machinery
Gargyle Marine Oils

Walter M. Lowney Co.
Lowney's Chocolates

Procter & Gamble

Crisco
Ivory Soap
Ivory Soap Flakes
Chips
P & G — The White
Naphtha Soap

The National City Co.
Investment Securities

Lehigh Portland Cement Co.

The Wilson Fastener Co.
Wilinaps
Wilinap Lingerie Clasps

THE BLACKMAN C
120 West 42nd Street, N

whom we work

The Packer Mfg. Co., Inc.

Packer's Tar Soap
Packer's Liquid Shampoo
Packer's Charm

Sherwin-Williams Co.

*Shorwin-Williams Paints,
Varnishes, Stains, Enamels,
Insecticides*

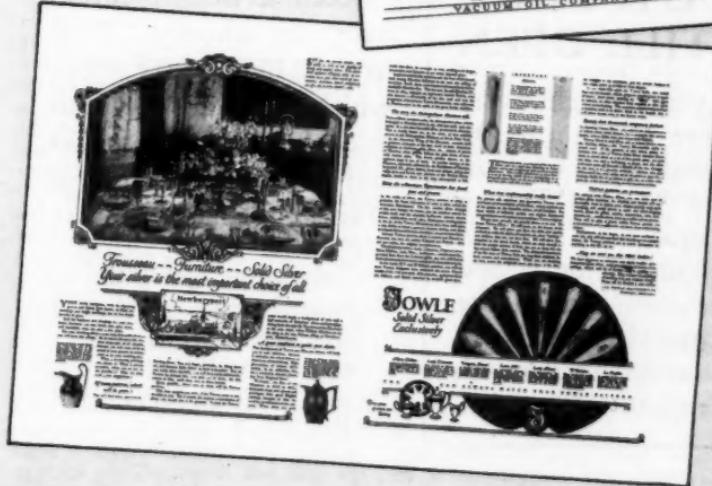
Seaboard National Bank

Alfred H. Smith Co.
*Djer-Kiss Perfume, Talc,
Face Powder, Compacts
and Toilettries.*

Towle Manufacturing Company

Sterling Silverware

Waitt & Bond, Inc.
Blackstone Cigars



COMPANY *Advertising* New York

MAGAZINE
NEWSPAPER
OUTDOOR
STREET CAR

"Special-service" Printers

WITHOUT extra effort or cost, without die-cutting or wasted stock, you can invest your direct mail pieces with special display and attention value, by the use of CLEVELAND "out-of-the-ordinary" folds.

CONTEST STILL OPEN

If you act right away there is still time to submit entries for the CLEVELAND Folder Plaque, to be awarded this month for the best designed circular or broadside. Write us today for circular with complete information.

There are several thousand "special-service" printers over the country. They have CLEVELAND Folders, which make all the folds made by all other folders and 156 more which none of them can make.

Take advantage of this unusual service. Send us the name of your printers and we will tell you who own CLEVELAND Folders.

Cleveland Folding Machine Co.

Cleveland, Ohio



Paid Space Instead of Lobbyists

The Standard Oil Company of Indiana Proves Out the Modern Method of Meeting Adverse Political Action

By Ralph Crothers

HERE was a time when a great corporation considered it good form to hire an army of lobbyists whose duty it was by furtive and secret methods to ward off adverse legislation. The secret representatives would haunt the lobbies of State and national legislative halls, buttonhole representatives and by word of mouth and sometimes clink of coin, attempt to persuade them to change their votes on pending bills.

Everything was done secretly. The money paid these men for their work was carefully hidden by company bookkeepers, their connection with the corporation was thoroughly concealed, all their movements were shrouded in secrecy. The idea of influencing either voters or legislators by a frank presentation of facts and arguments, with the source plainly stated, was in those days thought a simple-minded procedure, so naive as to cause doubts concerning the sanity of the corporations' executives.

The modern corporation facing the same sort of situation operates on an entirely different principle. Consider, for example, the recent action of the Standard Oil Company of Indiana in meeting the unusual conditions it is up against in South Dakota. In that State Governor Carl Gunderson is now operating seven State-owned gasoline stations and selling fuel to motorists at cost. He is said have a representative busy placing options on sites with the idea of having thirty such stations doing business in county-seat towns before he is up for re-election. A writer in the *National Petroleum News* calls gasoline South Dakota's "big political war-whoop" and states that politicians in other States are following the new moves in South Dakota with enthusiasm and with the idea of some day doing likewise.

To meet this political situation, which has led to many attacks on Standard methods and prices at the hands of political speakers and their audiences, and which undoubtedly has led to a large loss of good-will in the State, the Standard Oil Company of Indiana adopted the modern method of open advertising to the citizens, taxpayers and voters. It is running a campaign in 120 South Dakota daily and weekly newspapers which presents its own side of the story in frank and open style, and also presents the case for its competitors, the 194 other privately-owned companies which do business in the State. The copy, in the form of question and answer, tells the people of South Dakota that the State needs capital as well as population and states that in order to attract capital it must show opportunities for investment at a profit. The copy then asks:

"What is South Dakota doing to promote her own prosperity, and how does the so-called 'Gasoline War' measure up to good business and good citizenship?

"South Dakota has taken measures which people outside of the State, and more particularly people who have thought of the State as a possible place for investment, must view with some suspicion. It must seem to them that an unwarranted attack on an established business is indicative of unsafe conditions. People with money go where their savings are safe, while people without money go where there is a promise of uninterrupted, profitable employment. Recent reports indicate that neither of these conditions obtain in South Dakota.

"The stand which the Governor has taken with regard to the price charged by the established oil companies for their gasoline has given the State a black eye in the

minds of men and women who are always looking about for profitable investments. Even if the facts were as the Governor sees them, the saving to the people through the sale of gasoline by the State is insignificant when compared to the loss sustained through investors becoming suspicious of securities issued by South Dakota industries.

"We have no particular criticism of the Governor or other State officials to offer. We assume that their action was controlled by what they believed to be 'public sentiment,' but we do believe such action was unwise, unstatesman-like, unfair and in the end, certain to be harmful to the State. We know that the people of South Dakota are proud of their State, loyal and anxious for her continued prosperity, which is vital to them and we believe that their sentiment is for encouraging, rather than for the persecuting of legitimate business enterprises, be they big or little."

When it comes to price comparisons, the company goes into interesting detail concerning the methods and prices of the State officials. After asking customers if the price of gasoline is too high, the company, taking as it says, its figures from the Governor's statements, prints the table that appears below. The copy continues:

"That means that if the agent of the Standard Oil Company (Ind.) traveled over the country and delivered a full tank wagon

load of 350 gallons, the company would make a profit of \$1.36. Of course, the Standard Oil Company (Ind.) by skilful manufacture and skilful management makes a greater profit than is shown above, but even with the most skilful management and the most careful supervision, the profit per gallon is dangerously small.

"On the other hand, the cost figures given out by the Director of Gasoline Sales have failed to charge in numerous items; as for example, the State, county and municipal taxes, which are absolutely necessary items of cost to any private enterprise, while some of the items he does list are so small as to make them positively ridiculous. For instance, he lists Rent at \$25.46, Heat and Light \$12.57 and Water \$1—Repairs and Upkeep of Station *nothing*, and this is not for one station but for six, and the period of the report is one month. There can be no doubt that if the cost of the State-operated stations were computed by a disinterested accountant, he would show that the taxpayers of South Dakota had paid a subsidy to every buyer of 'Political Gas' who patronized the stations."

The rest of the copy points out some of the service it has rendered in the past to help serve the citizens of the State. The company says that while any buyer will and should buy goods at the best possible price it does not believe the citizens expect any man shall sell them goods and serve

The Governor paid for gasoline.....	12 50/100 cents to 12 50/100 cents	
Freight and inspection	4 3/100	"
State tax	3	"
Cost without overhead or shrinkage	19 53/100	"
The State director of gasoline sales states that his overhead and shrinkage ranges from 1 52/100 cents to 4 32/100 cents per gal., the average being.....	2 8/100	"
Actual cost	21 61/100	"
Announced selling price	22	"
Cost	21 61/100	"
Profit per gallon	39/100	"
The price the Standard Oil Company charges at these points for gasoline delivered by tank wagon is 24 cents, an apparent extra profit of	2	"
or	2 39/100	"
But the Standard Oil Company pays the man who delivers the gasoline an average of	2	"
Leaving for profit	39/100	" per Gal.

A Good Town

When you step on the starter of your automobile, thank Elmira, N. Y., for "The Mechanical Hand that Cranks Your Car" is made here. Every car with a self starter is equipped with a Bendix Drive, and every Bendix is made here. As your train roars over the long steel bridge that spans the river the chances are your eye will see painted on its sturdy iron "Made in Elmira." That foamy milk and luscious cream delivered to your doorstep came from Elmira for here are many of the greatest dairy herds in the East. And the big motor truck that hauls its precious load of milk from railroad train to you, that too is made in Elmira. The little sales slip you get in stores; that big red Mogul of shining steel and iron the Fire Department is so boastful of; the coaster brake on Junior's bicycle; finely fabricated parts for automobiles; bottles; valves; knit-goods, all go to make up the \$50,000,000 annual value of Elmira products.

Here live fifty thousand contented people where good pay and steady work have enabled half of them to own their own homes. Here 98% are English speaking and 85% are native born whites. The Savings Banks have over seven millions of their money. Here is a good market for the national advertiser for here is **A Good Town.**

THE STAR-GAZETTE-ADVERTISER

A Gannett Newspaper
Each the leader in its field

Elmira Star-Gazette-Advertiser

Newburgh News

Elmira Sunday Telegram

Rochester Times-Union

Ithaca Journal-News

Utica Observer-Dispatch

J. P. McKinney & Son, National Representatives

Oct. 1, 1925

them for an inadequate return. It is too early to judge what effect this frank advertising is going to have upon the entry of a State into business, but it offers an interesting example of what a great corporation can do to meet attacks and competition from the officials of that State. It was proved in the old days that neither a dignified and continuous silence, the hiring of lobbyists, or "free" publicity was effective. The experience of great public utility companies has proved that paid advertising is far more effective in building public understanding of corporation problems and policies. The use of paid advertising by the Standard Oil Company of Indiana in the South Dakota gasoline "war" will therefore be watched with interest by other corporations facing State and municipal competition.

Agricultural Publishers to Hear James O'Shaughnessy

James O'Shaughnessy, executive secretary, American Association of Advertising Agencies, will be one of the principal speakers at the annual meeting of the Agricultural Publishers Association, which will be held at Chicago on October 15. Other features of the meeting will include a report of the postal committee, round-table discussions of problems of vital interest to farm-paper publishers and the election of a new board of directors.

Foote & Morgan, Inc., Appointments

M. C. Lodge and Paul Raymer have joined the staff of Foote & Morgan, Inc., New York advertising agency, as account executives. Mr. Lodge had been advertising manager of Kirkman & Son, Brooklyn, soaps, for the last six years. Mr. Raymer was formerly with Hanff-Metzger, Inc., New York.

At a recent meeting of the board of directors, Paul Iaccaci was elected treasurer.

New Account for Bellamy-Neff

Mount & Robertson, Inc., New York, manufacturer of office partitions, has placed its advertising account with the New York office of the Bellamy-Neff Company, advertising agency.

Walter W. Griffith Dead

Walter W. Griffith, fifty-four, died at his home on Peaks Island, Me., on September 22. At one time he was with the New York office of Lord & Thomas, Inc.

Slogan Clearing House Fulfils an Advertising Need

THE OSBORN MANUFACTURING COMPANY

CLEVELAND, OHIO.

Editor of PRINTERS' INK:

We have been very much interested in your registration of advertising slogans and feel that you are doing a thoroughly worth-while piece of work.

We have two slogans which we would like to register with you:

"Know Them by the Blue Handle."
"A Better Wearing Brush for Every Use."

These slogans are used in connection with two separate and distinct lines of brushes—one, Osborn household and personal use brushes and the other, the general line of Osborn brushes.

THE OSBORN MANUFACTURING CO.
PHILIP F. SMITH,
Advertising Manager.

Commercial Printing Exhibit at New York in January

The third annual Exhibition of Commercial Printing, conducted by The American Institute of Graphic Arts, will be held at New York in January, 1926. The exhibition will also be shown in a number of other cities. Frank Fleming is chairman.

Western Canada Campaign for Robin Hood Flour

An advertising campaign in Western Canada will start soon for the Robin Hood Flour Mills Company, Moose Jaw, Sask. Farm papers and newspapers will be used. This campaign will be directed by the Ronalds Advertising Agency, Montreal.

O. C. Holleran with L. E. Myers & Company

O. C. Holleran, formerly with the Benjamin Electric Manufacturing Company, has been made advertising manager of Lewis E. Myers & Company, Valparaiso, Ind., manufacturers of Playcraft furniture and "Hy San" products.

Bert E. Barnes with Clermont Hill & Lake Company

Bert E. Barnes has become sales and advertising manager of the Clermont Hill & Lake Company, Clermont, Fla., real estate. He was, until recently, with the Peninsular Publishing Company, Tampa, Fla.

Dallas School Starts Advertising Course

The Dallas, Tex., School of Commerce, of Southern Methodist University, has started a course in display advertising. It will be under the direction of Herbert W. Smith, head of the copy service department of the Dallas *News*.

LESS THAN 30

dollars a day—to be exact \$26.30 a day—buys an 11 x 21 full-sized advertising space, to be used in as many colors as you wish, in every Fifth Avenue coach in New York City.

Where can \$26.30 be spent to better advantage?

If you are using newspaper or magazine advertising space, appropriate \$26.30 a day more—or find it somewhere—to get that final buying thought to the thousands of coach passengers carried to the New York shopping district every day.

In the last twelve months 45,210,048 passengers were carried inside the coaches: 22,605,024 rode upstairs.

Coach passengers are reached at the low cost of 20 cents per thousand.

Rate circulars will be sent you upon request.

Agency Commission 13%

Cash Discount 3%

JOHN H. LIVINGSTON, JR.

*Advertising Space in the Fifth Avenue
Coaches.*

425 Fifth Avenue

New York

Phone CALedonia 0260

Increase in Liberty's Advertising Rates

Schedule of Increase and Savings

Orders for 1926 issues accepted up to Nov. 1 at these
OLD RATES

Line Rate.....	\$ 4.25
Eighth Page	312.50
Quarter Page	625.00
Half Page.....	1250.00
Full Page.....	2500.00
Roto Page	2500.00
Two Color Page.....	3000.00
Four Color Page	4000.00
Back Page.....	5000.00

Orders placed after Oct. 31 subject to these
NEW RATES

Line Rate.....	\$ 5.00
Eighth Page	375.00
Quarter Page	750.00
Half Page.....	1500.00
Full Page.....	3000.00
Roto Page	2850.00
Two Color Page.....	3750.00
Four Color Page	5000.00
Back Page.....	6500.00

*Your saving on average 13
time order PLACED
BEFORE NOV. 1*

Line Rate.....	\$ 9.75
Eighth Page	812.50
Quarter Page	1625.00
Half Page.....	3250.00
Full Page.....	6500.00
Roto Page	4550.00
Two Color Page.....	9750.00
Four Color Page	13000.00
Back Page.....	19500.00

**You can save as above by ordering your 1926
Liberty Advertising Now!**

No orders at OLD RATES accepted after October 31st, 1925

When the present rates were made, Liberty's net paid circulation was 900,000—now it is 1,100,000 and climbing. Therefore we MUST raise the rates

YOU'LL ask why certain unusual factors are embodied in this increase. Let us tell you. Rotogravure is \$150 less per page than black and white!

Because Liberty's unique type of make-up calls for advertising ALL through the book, and part of the book is printed in Rotogravure which is probably more difficult than black and white for advertisers to handle, we make this inducement to attract rotogravure advertisers.

Note, however, that rotogravure space is strictly limited—for mechanical reasons we can accept only a certain amount of this copy. If your product lends itself to pictorial presentation, we urge you to take advantage of this rate.

The back page goes from \$5000 to \$6500, an increase which is proportionately greater than the black and white and rotogravure raises.

We have only ONE back cover to sell, and it is always in great demand. Based on circulation the new rate of \$6500.00 does not exceed that of the other great weeklies for this space.

Advertising has increased so rapidly, in the last three months, that the size of Liberty must be constantly increased to maintain its advertising and editorial balance. For as advertising increases we increase editorial matter to preserve our warrant of "NO BURIED ADS." In comparison with other weeklies, our NEW rates are lower than any rival in the field, with the exception of the back cover.

1,100,000 net paid circulation . . . new rates lower per thousand circulation (back cover excepted) than any other publication in the weekly field.

5c **Liberty**

A Weekly for Everybody

CHICAGO
Tribune Square
Phone, Central 0100

NEW YORK
247 Park Avenue
Phone, Ashland 3710

LOS ANGELES
406 Haas Building
Phone, Metropolitan 3172

YOU May Never Ask These Questions!

In what order do the cylinders fire in a Cadillac? What is the proper valve clearance in a Dodge? What is the size of the radiator hose in a Hudson? What is the diameter of the inside clutch facing in a Marmon? What make of horn is used in a Buick? What piston material is used in a Studebaker?

No, YOU may never ask these questions.... But, distributors, dealers and repairmen ask such questions every day in the week. They must get an accurate and authoritative answer.

So they turn to the *Specification Tables* of the JANUARY SHOW and REFERENCE NUMBER of MoToR, where every detail of construction and design is clearly indicated. That is why the SHOW NUMBER of MoToR is so carefully preserved for reference ... and why advertisers using it receive orders for many months after its first appearance.

Forms for the 1926 Show Number close on December 10th.... Reservations are now being made in order of their receipt.

MoToR

"The Automotive Business Paper"

EARLE H. McHUGH · Business Manager

119 WEST 40TH STREET · NEW YORK

Hearst Building · CHICAGO
Kresge Building · DETROIT

Bellevue Court Building · PHILADELPHIA
Boston American Building · BOSTON

Shall the Family of Products Be Dressed Alike?

BOTSFORD-CONSTANTINE COMPANY,
San Francisco

Editor of PRINTERS' INK:

Will you kindly refer us to articles that may have been published on the subject of a uniform color scheme for packages in the same family line? We are anxious to learn, for instance, if this has been tried with success and also to ascertain if it has been discontinued by any firms who have attempted it.

We have in mind the fact that in several lines it has been found advantageous to vary the color scheme of the different packages so as to make a greater bid for attention on the dealers' shelves. We also realize that many manufacturers have used a single color scheme throughout their line as an identifying feature. What information do you have on this subject?

BOTSFORD-CONSTANTINE COMPANY,
WARREN E. KRAFT.

TO list the advertisers who maintain a uniform color scheme for all packages in the whole line would take up too much space. A few such advertisers are the California Packing Corporation (Del Monte canned goods), the Northam Warren Corporation (Cutex toilet preparations), the Campbell Soup Company and practically all paint manufacturers. Northam Warren, in an article in PRINTERS' INK MONTHLY some time ago, gave credit for a great deal of the success of Cutex to the fact that the whole line is put up in packages that maintain the uniform color scheme of pink and black.

The question of attention value on the dealer's shelf is two-edged. A Western jobber, selling food products under his own private brand, packed the whole line in packages the color scheme of which was a rich red and gold. Then he got grocers to display the whole line in one department of the store. The result was that in each store there was one section of shelves that was distinctive in its red and gold and which was sure to win attention. The same thing holds true of a display of Del Monte products and many other well-known families of products.

The argument against such a display is that it is apt to subordinate individual products to the family of products. How important this is, depends wholly on what sales policy the manufacturer is following.

Which argument shall have the most weight is up to the individual manufacturer; but any advertiser will do well to remember that some of the most successful families of products on the market today carry a uniform color scheme throughout the whole line. Where the advertiser can induce dealers to departmentize his products the attention value of a department in which all packages are of the same general color scheme is great.—[Ed. PRINTERS' INK.]

J. M. Hopkins Joins Florida Syndicate

J. M. Hopkins, who was appointed advertising manager of The American Press Association last February, has been made Northern manager of The New York-Florida Land Syndicate. John H. Perry, president of The American Press Association, is the director of the syndicate. Mr. Hopkins will make his headquarters at New York. George A. Riley, vice-president of The American Press Association, has taken over the duties of advertising manager.

Newport News Account for Green & VanSant Agency

The Newport News Shipbuilding & Dry Docks Company, Newport News, Va., has appointed The Green & VanSant Company, Baltimore advertising agency, to direct the advertising of its products, which include the "Hydrolite" lighting unit and hydraulic power machinery. Plans are being made which call for the use of magazines, trade papers and direct mail.

Becomes the Henkel Press

Henkel & Company, New Market, Va., printers, founded by the Henkel family in 1806, and owned by them since that time, has been sold to John G. Miller and I. Benton Baker. It will be known as the Henkel Press. Mr. Baker, who has been with the company for many years, will be general manager.

Macfadden Advertising Staff to Meet

The annual convention of the advertising staff of the Macfadden Publications will be held on October 5 and 6 at the Empire Hotel, New York.

Anthracite Operators Advertise to the Miners

Newspapers Used to Present Operators' Case to Striking Workmen

By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

ADVERTISING is being employed in an unusual manner just now in the anthracite coal regions. Feeling that the striking miners may not realize the grave importance of an anthracite coal strike to the whole industry and especially to the miners themselves, the anthracite coal operators are conducting a carefully planned campaign of education through the coal region daily and weekly newspapers which find their heaviest circulation among the coal miners. In order that as many miners as possible should be reached, the foreign language papers are also carrying the advertisements.

The very day the strike became effective, September 1, the first advertisement was run, printed in easily readable form over the signature of "Anthracite Operators' Conference." When evening came that day, it was stated the miners would have lost \$1,200,000 in wages.

The second advertisement described how the loss in money-wages is daily increasing, and reinforced the statement that the mines were closed because the miners' leaders rejected all proposals to keep the mines open while a new wage agreement was being made. Then came this copy, the third advertisement of the series:

WHILE MINERS STRIKE

The market for anthracite is being taken away by other fuels—mostly non-union soft coal.

One of the main reasons why anthracite has been losing its customers is irregularity of the supply, caused by strikes.

And now, with competition at its worst, comes another strike—

A strike ordered because men having a *far greater interest in soft coal* say that hard coal mines shall not produce.

And every day the mines are idle the workers lose \$1,200,000 in wages. Every

week's idleness means a loss in wages of about \$7,000,000.

Think that *ever*.

ANTHRACTITE OPERATORS' CONFERENCE.

John L. Lewis is head of the Anthracite Coal Miners Union, and at the same time head of the Bituminous Coal Miners Union. Because hard and soft coals are both "coal" does not mean that the two industries are harmonious. As a matter of fact, they are highly competitive, for the difficulty with anthracite coal mining has always been to dispose of the so-called steam sizes, such as buckwheat, rice, barley, etc., and steam coal is strongly competing with bituminous coal. So it was that during the last strike and coal shortage a great deal of this hard coal tonnage was captured by the bituminous industry, owing to the impossibility of getting hard coal steam sizes. Inasmuch as soft coal requires slightly different burning facilities and has been limping along with exceptionally, low prices, a great many plants have never returned to hard coal steam sizes, with the result that this hard coal tonnage has been forever displaced, and further increases the difficulty of the hard coal mines in moving their "drug" sizes.

Union mines have been shut down because they cannot compete with the non-union soft coal mines. Union miners in these bituminous fields are therefore out of work. Since the latter number some 500,000 or 600,000, the situation is a serious one for the union. A long anthracite coal strike would undoubtedly be reflected in increased activity in bituminous fields, and therefore provide work for soft coal union miners. This might be a fine thing for the bituminous union mines, but the anthracite coal operators confer-



Are You Going?

Knowing the National Industrial Advertisers Association—their thoroughness in discussion and their ability to arrive at facts—we urge you to attend the October Convention at Atlantic City. You will, we are sure, be well repaid. You will come away with new view points, ideas and the pleasure of having met and heard the leaders in the profession of Industrial advertising.

THE IRON AGE heartily indorses the Convention and recommends that all attend it who are in any way connected with Industrial advertising.



Charter Member
 A.B.C. A.B.P.

Oct. 1, 1925

ence believes that such progress there would be made at the expense of the entire anthracite coal industry, for undoubtedly a prolonged anthracite strike would displace still more of the hard-to-move steam sizes.

The statement has also been made that the present strike will displace about 5,000,000 tons of anthracite coal a year. Considering that 90,000,000 tons approximately is mined annually, this is really serious. No industry can afford to lose 5 per cent of its gross production forever, especially if at the same time it must pay a high or higher wage level. The operators are trying to explain the effects that it will have, not only upon the industry but also upon the working miners themselves in business lost, in wages lost to competitive fuels.

Perhaps if these advertisements were run daily in metropolitan newspapers so that the general public could have this educational course upon the strike situation, a great part of these 5,000,000 tons of anthracite coal which seem about to be displaced by competitive fuels, would be saved for the industry. Anthracite coal has been backed against the wall, and must use every weapon to defend itself. Such a campaign as the operators might begin running might pay for itself a hundred fold in regaining public sympathy and actual coal tonnage for hard coal mines. To advertise to 150,000 miners is one thing, but it would be a wise thing to advertise to the other 50,000,000 or more citizens who are most vitally affected by a prolonged coal strike.

Furniture Account for C. C. Winingham Agency

The Detroit Furniture Shops, Detroit, have appointed C. C. Winingham, advertising agency, also of Detroit, to direct their advertising account. Newspapers and magazines will be used.

Evening Newspaper Started at Texarkana

The Four States Press Company, Texarkana, Tex., publisher of the *Four States Press* has started publication of the *Journal*, which will be issued evenings on week days.

"Printers' Ink" Helps Determine an Advertisers' Policy

PATENT NOVELTY COMPANY
FULTON, ILL., September 14, 1925.

Editor of Printers' Ink:

Thank you so much for your letter of September 12. This helps us a great deal in outlining our policy for a local advertising campaign we are about to start on the Polly Prim dust pan.

The plan we had in mind was to sell all the firms in Cedar Rapids, Iowa, first, on the merits of the pan itself, as well as on the local advertising that was to be done. We thought possibly that the larger stores would buy these but the smaller stores would not stock them, so in order to give the advertising a fair test we might have to put them out in the small stores on a consignment basis, allowing them to return what they did not sell when the advertising campaign had been completed.

However, we agree that a consignment policy is unwise and your letter as well as the accompanying article has been a great help. It is no conundrum to understand why *Printers' Ink* is the leader in its field.

PATENT NOVELTY COMPANY
A. D. COWAN,
Advertising Manager.

Pensacola Levys Tax for Advertising Fund

The city commission of Pensacola, Fla., has unanimously adopted a one-mill tax for the maintenance of a \$30,000 annual advertising fund. This is independent of the money being raised by chambers of commerce and business firms of West Florida for a co-operative campaign for that territory.

Fargo-Hallowell Account for Aubrey & Moore

The Fargo-Hallowell Shoe Company, Chicago, maker of Kinder-Garten Shoes for infants and children, has placed its advertising account with Aubrey & Moore, Inc., advertising agency, of that city. A newspaper campaign to the public and a direct-mail campaign to the dealer are being conducted.

F. D. Stimson Forms New Spray Painting Business

Frank D. Stimson, who has been sales and advertising manager of the Woolson Spice Company, Toledo, Ohio, has resigned to become president and general manager of the Perfection Spray Painting Company, which he has organized.

E. C. McCarthy with "The Furniture World"

The Furniture World, New York, has appointed E. C. McCarthy as representative for Brooklyn and Long Island. He was formerly publishers' representative of *Lamps, Lighting Fixtures and Lighting*, and *Haberdasher*, all of New York.

To the advertiser or the advertising agent who thinks it is a good thing to wait at least a year before using a new magazine or newspaper:

The automotive industry has waited twenty-five years for a daily paper and now it has one in The Automotive Daily News. The twenty-fifth issue is published today and already the A.D.N. has become the prestige paper of the industry. #

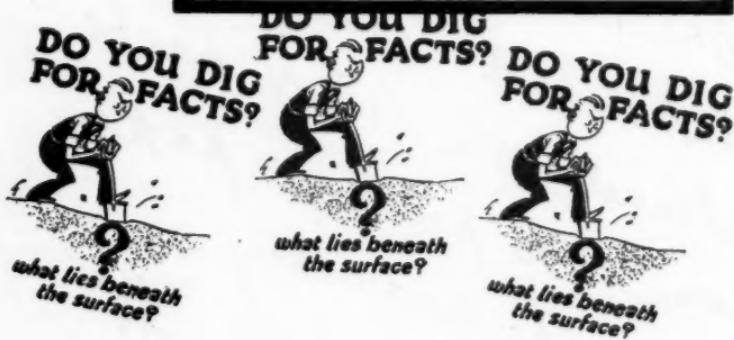
Oct. 1, 1925



IN the competition of today, superficial surveys and snap judgments are direct roads to business suicide.

DIG for the facts—and plan accordingly! In Connecticut, for example, is an opportunity you MUST learn about.

SOME of the facts are on the opposite page—do you realize what they CAN mean to *your business*?





IN Connecticut, the number of wage earners has increased 25%, while total wage payments have increased 42%.

The Federal Dep't of Commerce says, "The productive value of Connecticut's industries has increased more than 50% in four years."

Bank clearances exceed every previous year's and savings deposits show a steady gain.

BUSINESS IS GOOD IN CONNECTICUT!

More wages, more wage-earners, greater circulation of money—Connecticut offers certain success to your business plans. And, of course, the best way to cover the state thoroughly is through

THE CONNECTICUT SIX-STAR COMBINATION



The

CONNECTICUT SIX-STAR COMBINATION

BLANKETS THE STATE



HARTFORD COURANT
BRIDGEPORT POST & TELEGRAM
NEW HAVEN JOURNAL-COURIER
WATERBURY REPUBLICAN AND AMERICAN
MERIDEN RECORD
NEW LONDON DAY

GILMAN, NICOLL & RUTHMAN, Representatives

19 West 44th St.
New York

73 Tremont St.
Boston

410 No. Michigan Ave.
Chicago

507 Montgomery St.
San Francisco

770 $\frac{1}{4}$, 772, 770 $\frac{1}{2}$; Matrix Slides 515, 1371 and 508

LINOTYPE

BORDERS

Cheltenham Series

770 $\frac{1}{4}$ 

771L

774 $\frac{1}{4}$ 776 $\frac{1}{4}$ 

778



780



783



18 Point 770



18 Point 772



18 Point 775



18 Point 776



18 Point 777



18 Point 781

18 Point 774 $\frac{1}{2}$ 770 $\frac{1}{2}$ 

771R

774 $\frac{1}{2}$ 776 $\frac{1}{2}$ 

779



782



784

*For booklet showing complete series, write to
Dept. of Linotype Typography
MERGENTHALER LINOTYPE COMPANY
461 EIGHTH AVENUE, NEW YORK*

580.25.10-J

776, 776 $\frac{1}{4}$, 777; 6 Point 21 and 22; Matrix Slides, 1360 and 508

"Get Me Up Something Like 'Say It with Flowers'"

Some Slogan Experiences as Reported

By an Account Executive

OUR agency had just secured the account of a long-established concern making a textile product. It had been extremely successful without advertising. Now, the manufacturer wanted to see whether advertising could make it still more successful.

Early in the preparation of the complete merchandising and advertising campaign, over which we labored many months, the need of a slogan was suggested. It was our idea to make the slogan the keynote of the entire campaign. It was not to be merely a cleverly-turned phrase but something—oh, something like "Say It with Flowers."

I knew of the Clearing House of Slogans which PRINTERS' INK maintained and had read a number of articles it had published on the subject of slogans. So I set an afternoon aside and visited its Research Department. During the next three hours, I learned more about slogans than I had absorbed during the last twenty-three years.

One of the first things that impressed me was the historical importance of slogans. In fact, I am now firmly convinced that our ability to devise better slogans than the Germans did was the deciding factor in the late war.

Then, I found myself making a list of some of the unusual uses to which slogans have been put. For example, a Chicago minister used a number of well-advertised phrases as the texts for several sermons. One of his discourses was on the slogan: "Ask Dad, He Knows." Another was based on "There's a Reason." I also learned that in a book entitled "Advanced Lessons in Lip Reading," a list of forty-three slogans was used as practice material.

However, while all this was intensely interesting, I concluded

it was not going to help me improve upon "Say It with Flowers." I decided to investigate the origin of some of our better-known slogans.

It surprised me to discover how many slogans which are looked upon today as the acme of advertising genius were not deliberately conceived by some brilliant mind in response to someone's request to "get me up a slogan." More often than otherwise, these slogans came into existence purely by accident. "Keep That Schoolgirl Complexion" is a case in point. According to the story I read in PRINTERS' INK, a member of a poster advertising firm had called on the Palmolive offices in Milwaukee to get material for advertising copy. He, and several other executives, read through a number of old advertisements. After about three hours of constant reading, one of the group found a sentence in a piece of old newspaper copy that read "Keep That Schoolgirl Complexion." They all seized upon it as an ideal slogan.

THE ORIGIN OF "57 VARIETIES"

An equally interesting story is told concerning the origin of "57 Varieties." It seems that Mr. Heinz was riding in an elevated train in New York. He was reading the car cards and came across one featuring shoes which used the expression "Twenty-one Styles." It started him thinking and, as he explained: "I said to myself, 'We do not have styles of products, but we do have varieties of products.' Counting up how many we had, I counted well beyond fifty-seven, but fifty-seven kept coming back into my mind. Fifty-eight varieties, or fifty-nine varieties did not appeal at all to me as being equally strong. I got off the train

immediately, and went down to the lithographers, where I designed a street car card and had it distributed throughout the United States."

I was tempted to leave off my search right then and there and make a bee line for the nearest elevated train. However, I decided, instead, to become a master conversationalist when I learned that "Ask the Man Who Owns One" had its origin in a conversation which took place back in 1900, between a pioneer motorist and J. W. Packard, at the New York Automobile Show. I don't know just what this daring individual had asked Mr. Packard. Perhaps he wanted to know whether the 1900 model was capable of traveling from Forty-second street up to the Bronx without being laid up for repairs two or three times en route. In any event, Mr. Packard replied: "Ask the Man Who Owns One." I am not certain whether this reply decided the sale. But it did strike Mr. Packard as a mighty fine slogan.

A somewhat similar story is told by the Gulf Refining Company concerning the origin of "There Is More Power in That Good Gulf Gasoline." An executive of the company had stopped off at a local service station. He was there only a short time but he heard the filling men say to at least a half-dozen motorists: "There's more power in this gasoline." The argument seemed to be convincing and he reported the incident to the home office. And another slogan was born.

I knew, of course, that a number of advertisers had obtained slogans by running contests in which the public was asked to submit their inspirations. The plan has never appealed to me, though. It is my contention that the general public has neither the advertising ability nor the thorough knowledge of a business which is required for the preparation of a slogan that is more than superficially clever. I refuse to change this opinion even when I learn that the Pro-phy-lactic tooth brush slogan, "A Clean Tooth Never Decays," was origi-

nated by a schoolgirl who was not yet old enough to worry about her complexion. At the risk of being bromidic, I'm going to say that this slogan, and a few others which might be cited, are the exceptions that prove the rule. For every successful slogan contest, any experienced agency man could list a dozen failures. What I maintain is that the public—that is, the buying public—is a good source to go to when a slogan is wanted, but the public must be so approached that there will be no intimation of your motive. When the public talks naturally, as in the case of the Good Gulf gasoline station men, some very fine slogan material may result. But once the average user sits down, bites his pencil, runs his hand through his hair and goes through all the other motions which mean that a still hunt for an inspired phrase is on full blast—then, I say, the chances of securing a worth-while slogan are as slim as the 1925 silhouette.

ISN'T ONE SLOGAN ENOUGH?

Despite this seeming assurance that slogans reversed the old order and were 90 per cent inspiration and only 10 per cent perspiration, I continued my investigation. The next fact which impressed me was that a number of advertisers use more than one slogan at one time for one product. I came across an advertiser—not a large advertiser, at that—who had asked PRINTERS' INK to register twenty-six slogans. Another concern made application for the registration of twenty-two slogans. At this rate, I can see a time when future generations of advertising men will be hard put to achieve originality. Also, PRINTERS' INK's Clearing House will require records as voluminous as those maintained by the Patent Office at Washington.

Now, I can appreciate the necessity of having a separate slogan for each product in a line, although Sherwin-Williams appears to find "Covers the Earth" sufficient for what I believe is a sizable family of products. I can also understand how changing times and conditions make necessary the dropping of

THE SATURDAY EVENING POST

Yclept
"Philadelphia's Most Beautiful Restaurant"



A national advertiser served by
The Eugene McGuckin Company

The
EUGENE McGUCKIN
Company

1211 CHESTNUT STREET
PHILADELPHIA

ADVERTISING
Emel.

Your Present Most Active Radio Market Is The South—

For example, two years ago there were only three or four big broadcasting stations in the entire South. Today EACH INDIVIDUAL STATE can boast of as many big stations out of the total of EIGHTY-EIGHT stations in operation.

AND

Right now there are NINETEEN new stations under construction ranging from 500 watts to 5,000 watts, which will be in operation by the first of the year.

The sale of radio sets and parts naturally will follow in the wake of this tremendous broadcasting construction program.

It is equally true that the advertisers in ELECTRICAL SOUTH will get their share of the business.

ELECTRICAL SOUTH

Published by the

W. R. C. Smith Publishing Company
Atlanta Georgia
Who also publish

Southern Hardware & Implement Journal
Southern Automotive Dealer Southern Engineer Cotton

one slogan and the adoption of a new one. For example, when Eastman originated the phrase "You Press the Button, We Do the Rest," it was very important that the public be convinced that amateur photography was no longer the intricate matter it had been. Later, when this was no longer a problem, and when substitution loomed up as a danger, it was perfectly logical to drop the old slogan and use, "If It Isn't an Eastman, It Isn't a Kodak." I want to insert here, parenthetically, that the accomplishments of those two slogans constitute a sufficiently inspiring record to warrant the existence of these advertising phrases even though the pages of *PRINTERS' INK* were not replete with other examples of what slogans can do and have done.

I can understand the use of more than one slogan under these circumstances. But why an advertiser should use two, three or a half-dozen slogans for a single product during a single campaign is something which I cannot comprehend. I should say that the chief virtue of a slogan is its ability to serve as a means of identifying the merchandise. A second virtue is to aid in the solution of a current merchandising problem, as Eastman's did. But surely it is difficult enough to drive a single phrase into the public consciousness, without attempting to hammer home twenty-six.

ENTER—THE SUPERLATEER

About this time, I forsook, temporarily, the bound volumes of *PRINTERS' INK* and consulted the card record of slogan registrations. There were 1,600 slogans registered at the time.* One of the first impressions I received was that the superlative was the great devastating monster which, next to asinine cleverness, won high honors as a destroyer of slogan value.

Right at the beginning of the list, I came across the slogan "Accepted As the Best." I think that is a fair example of what the

superlative can do. A little farther on I struck twenty-five slogans which began with "America's." Most of them were wild-eyed superlatives. There were three that started with "America's Best," three "America's Finest," two "America's Foremost," two "America's Greatest," and so on. I found six slogans that — shades of Democracy—began with "Aristocrats." Then there were twenty-six which used "Best," as the first word. Twenty-nine advertisers were a little more modest—they started their slogans with the word "Better." "Quality" was another favorite of the superlateer. Twenty-eight slogans had "Quality" as their initial word. There were eleven which began with "Largest" and "The National" claimed fourteen. And, of course, "The World's" was not overlooked. It introduced twenty-three slogans, several of which very coyly announced that they were "The World's Greatest."

A slogan, the dictionary tells us, is, among other things, "the distinctive note, phrase, cry, etc., of any person or body of persons." The keynote of that definition is found in the use of the word "distinctive." Surely, the extent to which superlatives are used makes such a slogan as "The Best in the World" anything but distinctive.

I also came across some phrases which failed entirely to observe the dicta that the slogan should be "short and snappy" and that it should be "euphonious" and "have poetic rhythm." For example: "The Fuse with the Powder-Packed Time-Limit Renewal Element." Also, it seems as though the Fox Furnace Company violates all the rules with "Fresh, Warm Air Rising from This Sunbeam Cabinet Heater Circulates Health and Comfort throughout the Home."

It startled me to discover that "Blood Makes Good Paint." That strikes me as rather ghastly and is not to be excused even on the ground that the company using it is the T. L. Blood Company. A companion to this is "The Stains Made with Brains," used by the Marietta Paint & Color Company. I was reminded of that famous

* The number of slogans now registered in *PRINTERS' INK*'s Clearing House is 1,837.—[Ed.]

ditty about picking sea shells at the sea shore by the slogan "Best Bait for Fishing Since Fishing First Began." Try that in one breath.

If you ever had a sneaking suspicion that you would like to say something about "The House" in your slogan, perhaps the following list will dissuade you:

The House Behind the Label
 The House of Good Values
 The House of Ideas
 The House of Leather Fashions
 The House of Low-Priced Dresses
 The House of Quality
 The House of Service
 The House That Carries Your Stock
 The House That Friendship Built
 The House That Guarantees Satisfaction
 The House That Is Built on Confidence
 The House That Pays Millions for Quality
 The House That Produces Value
 The House That Quality Built
 The House with Creative Instinct

You will notice that several of those houses were built in various ways. One was built by confidence, another by friendship, another by quality. Referring to the word "Built" as the opening word of slogans, I found that thirty-seven slogans began that way. Directly following these thirty-seven were:

Building with Assurance
 Building with Foresight
 Building for Permanence

Another thing I observed was that there is a distinct tendency to start a slogan with the name of the product it advertises. This is particularly noticeable among the shoe advertisers. Here is the list:

The Shoe That Breathes
 The Shoe That Holds Its Shape
 The Shoe That's Standardized
 A Shoe to Buy That Will Satisfy
 Shoes of Worth
 The Shoes That Are Tailored
 Shoes That Sell
 The Shoes You Order Are the Shoes You Get

Right then and there I determined that I would never start a slogan with the name of the product. This determination was strengthened when I saw how Nunn, Bush and Weldon and the Lunn & Sweet Company achieved striking originality. The former

uses the slogan "Faithful to the Last," and the latter uses "For Your Toes' Woes."

So far, I've been exceedingly critical. However, I most certainly don't want to create the impression that I believe most slogans lack originality or that they centre around the superlative. There are too many worthy slogans in PRINTERS' INK's Clearing House to permit any such conclusion. Take the Kroehler Manufacturing Company's slogan "The Invisible Bedroom." I don't see how that can be improved upon. "Chases Dirt" is another slogan that sums up a complete sales story. Surely "The Candy Mint with the Hole" is a phrase that is ideally suited for the purpose of identifying a product. It would be difficult to find a phrase that would more dramatically explain the special feature of a product than "Hammer the Hammer."

There are hundreds of slogans of this calibre in the Clearing House maintained by PRINTERS' INK. There are many more which, while they do not quite rank with those just mentioned, have done valuable work because they were advertised effectively and consistently. And this brings me to my final point.

A slogan is of no intrinsic merit until it has been used and impressed upon the public. The value of a slogan depends on *how* it is used and *how much* it is used. I don't think that "United States Tires Are Good Tires," is a good slogan. But it has been so well and so heavily advertised that it has become a valuable phrase. Conversely, I should say that "Fingers of Steel" is a splendid slogan for pliers but because it has not been repeated so many millions of times nor in such large space as the United States tire phrase has, it is not nearly as valuable.

The property value of a slogan exists entirely in the minds of the public. Advertisers should realize that it takes years and years to make the public even passably familiar with the slogan. When

An advertisement should be charming, too

WE love to be charmed...by people, music, scenery and even advertisements...What makes an advertisement charming? Well, what is it that makes anything charming? It isn't anyone thing that does it. It is everything—the ensemble, you might say. Yet, there is a subtle something, very intangible though it be, which makes for charm in a human being, a house by the wayside, or an advertisement...Sometimes it is the type faces, the white spaces, or the placing of ornaments that adds a touch of charm to an advertisement. More often than not, it is just conscientious effort to make each advertisement your very best effort, which gives it that charm it must have in order to capture and hold attention.



WIENES TYPOGRAPHIC SERVICE, INC.
203 West 40th Street, New York
Phone Longacre 7034

this is understood, we will have more and better slogans.

* * *

What slogan did we finally use for this textile manufacturer? Well, this is what happened.

After I had spent an entire afternoon reading slogan articles and studying the slogans in the Clearing House, I went home and burned midnight oil devising a number of phrases. The next day, I compared these with the registrations in the Clearing House and found that two of them were already in use. They were stricken off my list and the others were shown to the president of the textile company.

I wish I could say that one of my slogans is now the basis of a million dollar campaign. Perhaps it might have been if the textile man did not happen to have a nephew who also happened to be taking an advertising course. You know the result—the company's slogan is "The Silk without a Peer."

G. S. Pomeroy, Jr., Heads Pomeroy's, Inc.

George S. Pomeroy, Jr., has been elected president of Pomeroy's, Inc., operating department stores in Reading, Harrisburg, Pottsville and Pottstown, Pa. The company was reorganized following the death of George S. Pomeroy, Sr.

Seeds Account for E. P. Remington Agency

F. B. Mills, Rose Hill, N. Y., plants and seeds, has appointed the E. P. Remington Advertising Agency, Buffalo, to direct its advertising. Color pages in magazines will be used.

Appoints Kimball-Mogensen Company

The Central Oregon Press, Bend, Oreg., has appointed the Kimball-Mogensen Company, publishers' representative, as its national advertising representative.

A. J. McElhone Joins Myers-Beeson-Golden

Arthur J. McElhone, until recently vice-president of the Nichols-Evans Company, Cleveland, has joined the staff of Myers-Beeson-Golden, Inc., New York advertising agency.

Retailers Advertise Change of Phone Numbers

The dial system of telephones was recently installed in Lansing, Mich., necessitating a change of telephone numbers. The retailers of the city used six full pages of newspaper advertising, in thirteen issues, to make known their new numbers to the public. There were twenty advertisements to the page, all of the same size and arrangement. A cut of the new telephone and a box containing the changed telephone number appeared in each advertisement. Instructions in the use of the dial system were given at the head of every page.

Simon Hubig Company Planning 1926 Campaign

The Simon Hubig Company, Fort Worth, Texas, plans to spend \$100,000 in newspaper advertising throughout the United States during the next year. This company owns bakeries at Dallas, San Antonio, Houston, New Orleans, Birmingham, Atlanta, Memphis, Louisville and Cincinnati. The campaign will be directed by the Wimberly Advertising Agency, Fort Worth.

George W. Gibbons Dead

George W. Gibbons died on September 22, at the age of 75. He was the founder of George W. Gibbons & Sons, Inc., Philadelphia. In 1909 Mr. Gibbons was appointed Deputy Collector of Internal Revenue of Philadelphia, an office which he held for seven years.

C. A. Lipman with Little Rock Agency

Clarence A. Lipman, formerly with the Wilson H. Lee Advertising Service, New Haven, Conn., has joined the staff of The Bott Advertising Agency, Little Rock, Ark.

Meril Hoff Joins Irwin L. Rosenberg

Meril Hoff has joined The Irwin L. Rosenberg Company, Chicago advertising agency, as assistant art director. He was formerly with the Bureau of Engraving, Minneapolis.

"The Mentor" to Increase Its Size

The Mentor, published by The Crowell Publishing Company, New York, will be enlarged to a page size of 8½ by 11½ inches, beginning with the February, 1926, issue.

Paige-Detroit Profits

The Paige-Detroit Motor Car Company, Detroit, reports a net profit, after charges, of \$532,281, for the month of August. Profits for the eight months ended August 31, 1925, amounted to \$2,834,126, before taxes.

3 3 3 3

*Inquiries Gained from a
One Column Advertisement!*

Some time ago, a mail order advertiser used one column in the Household Journal, and their agency informs us that the company received

3333 INQUIRIES At a Cost of 9½ Cents Each

Which explains why the Household Journal tops the list of nine leading mail order publications, in advertising volume, for the first ten months of 1925.

700,000 paid in advance at \$2.75 the line

The **HOUSEHOLD JOURNAL**

IRA E. SEYMOUR, *Adv. Mgr.*
Batavia, Illinois

Chicago Office
Rhodes & Leisenring, Managers
Bell Building, 307 Michigan Blvd.
Central 0837

New York Office
A. H. Greener, Manager
116 W. 39th St.
Room 634

Textile Industry A Profitable Field

The treasurer and manager of one of the most successful cotton mills in the United States pays 18% dividends and the stock sells for 250—has just written us a letter on a matter of service and ends the letter:

"It is mighty fortunate for the textile industry that it has a trade paper like the American Wool and Cotton Reporter." This letter is on file and it is wholly distinct and legible over the signature of the treasurer and manager referred to—anyone can see. It is an unsolicited testimonial.

This corporation operates two mills in New England. It buys everything necessary for the upkeep and operation of two cotton mills, two steam plants, two hydro-electric plants, a dyeing, bleaching and finishing plant and two mill villages.

There are hundreds of corporations just like this in the textile industry, hundreds of mill treasurers and managers to whom the American Wool and Cotton Reporter is the law and the prophets.

Advertisers in the American Wool and Cotton Reporter reach mills of this kind, the advertising appeals to men who have faith in the medium carrying the advertising.

Standard 7 x 10 Page

Established 1867

Charter Member A. B. C.

American Wool and Cotton Reporter

BENNETT SERVICE

Recognized Organ of the Great Textile Manufacturing Industries of America
The Oldest Textile Paper of Continuous Publication in the United States
Largest Circulation in United States of any Textile Publication

530 Atlantic Avenue
Boston

518 Johnston Bldg.
Charlotte, N. C.

When a Satellite Market Is Worth Going After

Sheaffer Pen College Campaign Is Well Dovetailed Together

By Martin Hastings, Jr.

MARKETS sometimes throw off segments, just as planets have thrown off satellites. And just as the satellite revolves in a regular course around its parent, so do market segments swing in close proximity to the master markets from which they originally sprung.

The comparison between satellites and market segments is not quite perfect, however. The secondary planet is entirely removed from the primary one. It is attached only to the extent that gravitation holds it in its orbit. The secondary market, on the other hand, does not become separated from its parent. It remains a part of it.

Let us consider an illustration. The school and college market is a segment that in recent years has been segregated from its parent market, which is made up of the people and business institutions in the country. While several million students are swung off into special activities far enough to make them a satellite market, still they remain part and parcel of the population of the country. Hence they can be reached, in a selling sense, through any merchandising effort that reaches the population as a whole.

On the other hand, when a satellite market becomes large enough and when the interests and activities of the persons that compose it become specialized enough, it may be advisable, even if not necessary, to direct special merchandising to it. Many manufacturers and retailers are directing special effort of this kind to the student group in our population.

Among such concerns is the W. A. Sheaffer Pen Co. The company has been systematically going after college business for the last three years. This is the third

year that it has advertised in the publications of the principal colleges. For the last two years this advertising has been elaborately merchandised both to the company's sales force and to its dealers.

Ross H. Wilson, of the company, informs *PRINTERS' INK*, that the college field has been segregated for special selling effort because of the marked difference of the student's psychology. As soon as a young man and young woman step out from under the childhood home to enter a scholastic career, they become quite different individuals from what they were before the exit was made. As Mr. Wilson explains it:

"A college man or woman, in a great many cases, is a minor, spending his first free and untrammeled time away from home. True, he is chaperoned or guided by the faculty chaperons, or those in the schools who have charge of the morality of students, but in regard to finances, he is, for the first time, spending his own money and, in a great many cases, also earning it. In a great many cases, in fact in the majority of them, he finds himself with more funds than were allowed for his exclusive use when domiciled under the parental roof and with complete jurisdiction over this money."

NEARLY ALL COLLEGE STUDENTS ARE PROSPECTS

The student naturally uses his money to buy whatever necessities he needs, and then whatever surplus is left is used to purchase luxuries and amusements. The fountain pen manufacturers have succeeded in getting their product into the necessity class. The day is long past since students used to carry a bottle of ink with a pen and holder from one class to an-

other. Today fountain pens are almost as necessary a part of a student's equipment as text books. Nearly all students carry them.

There was a time when fountain pens were bought largely to be given as gifts. There is some gift business, because of birthdays and anniversaries, throughout the year. In the main, though, gift sales bulk around Christmas, Easter and in June. Gift business is a highly desirable thing for any manufacturer to have, but it is a bad thing for a manufacturer to be dependent on it altogether. The manufacturer of a gift product who can also get it adopted as a necessity is sitting pretty. The fountain pen makers are in this advantageous position, although the industry is suffering in some respects from too much competition. In this case, however, as in so many others, the increased competition has come into the industry as a result of the great expansion in the market for fountain pens that has taken place in recent years.

The demand for pens among students has contributed immensely to this expansion. While I have no figures to back up the assertion, it is probably safe to say that the business that goes to the fountain pen manufacturers every September when school opens is much larger than were the holiday sales of these same manufacturers a few years ago when fountain pens were used almost exclusively for stuffing Christmas stockings.

About a half million students register in the principal colleges of the country each year. This does not include those who register in "fresh-water colleges," minor schools, private schools, high schools, technical and trade schools and other miscellaneous schools. The student who matriculates in a school usually purchases a fountain pen and a mechanical pencil shortly afterward. Just how long these articles last, is not known. In other words the size of the renewal market in this field is not definitely known. But it is known that pens and pencils are being lost and broken all the time and that

in few instances does a fountain pen last all through the college course.

Hence new pens and pencils are being purchased right along. Mr. Wilson says, however, that a survey which was made last year shows that 80 per cent of the pens and pencils which are purchased by students are bought at the opening of school or within a month thereafter. The other 20 per cent are scattered throughout the school year.

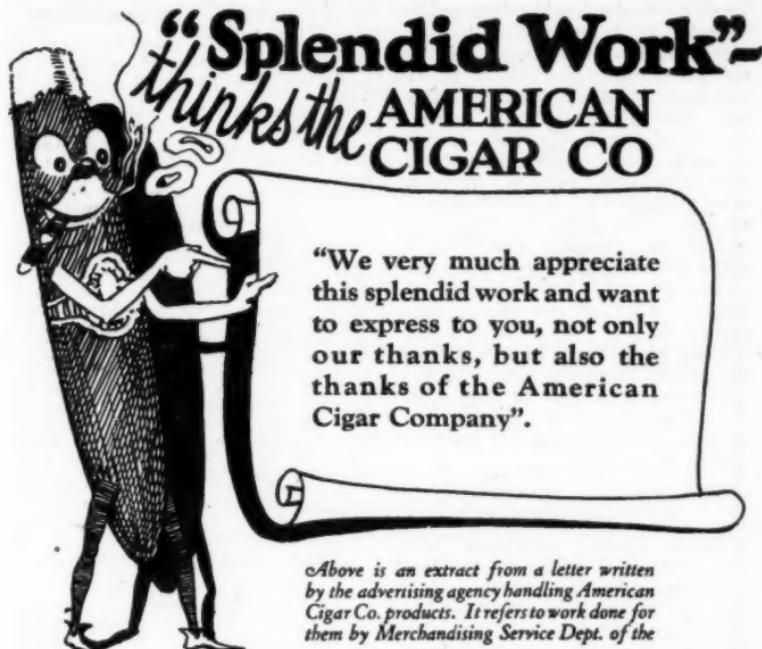
Manufacturers soliciting this trade have found that special methods are required all along the line. In the first place the advertising copy should be different from that appealing to a more general audience. Mr. Wilson says the copy should be written in a lighter vein and the advertisement be designed so as to appeal to the immature type being addressed.

This year the W. A. Sheaffer Pen Co. school campaign is being run in the publications of sixty-five of the principal colleges. There are many other colleges of importance that the company might find it worth while to address, but for one reason or another it has been found advisable to confine the campaign to sixty-five institutions.

For one thing the company does not advertise where it has insufficient dealer representation. Where there are enough dealers, however, full advertising schedules are run. The company leaves no stone unturned in merchandising its advertising to druggists, stationers, department stores, college book stores, and in fact to all its dealers located within a buying radius of the colleges.

The company's salesmen start booking orders about June 1 for the opening of school in September. Before the salesmen set out they are equipped with a portfolio of the college campaign. About the same time the advertising schedule is also sent to dealers and the machinery of the sales promotion for this special market is started.

Dealers are urged to tie up their advertising with the Sheaffer ad-



"We very much appreciate this splendid work and want to express to you, not only our thanks, but also the thanks of the American Cigar Company".

Above is an extract from a letter written by the advertising agency handling American Cigar Co. products. It refers to work done for them by Merchandising Service Dept. of the

SAN FRANCISCO BULLETIN

There were two good reasons for the selection of the Bulletin for this cigar campaign. One is the fact that the Bulletin is San Francisco's greatest HOME newspaper. The other is the fact that the Bulletin's Merchandising Service Department gives its advertisers an unusually high type of practical cooperation and real service.

SAN FRANCISCO *The Bulletin*

NEW Ownership ~ More NEWS ~ NEW Features ~ Watch it!

O'MARA & ORMSBEE, INC. Representatives

NEW YORK

CHICAGO

DETROIT

SAN FRANCISCO

vertising in the local college publication. It is explained to the merchant that since most of the college students are likely to be strangers in the community, they are not familiar with manufacturers' local distributors. It is well, therefore, for the local merchants to inform students where they can buy advertised products. Dealers are also furnished with special window displays to be used at the time the company's advertising begins to appear. One of the pieces furnished is an automatic window writing machine. These machines are routed from one dealer to another and scheduled to appear at the proper store throughout the entire country during the opening weeks of college.

**SALESMEN HELP RETAILERS SELL
AT COLLEGE OPENINGS**

Those Sheaffer salesmen who have college book stores in their territories plan to spend a few days at the opening of school behind their customers' counters. In this way they are not only able to help in the instruction of the dealer's clerks, but also are able to do much actual selling and to demonstrate the merchandise to prospective purchasers. This is a valuable service that the salesmen render. At that season the college book dealer is exceptionally busy. He has additional help to supervise and probably green clerks to break in. Perhaps most of these clerks are students who are working in the store during their spare moments. Inevitably the manufacturer who gains the favor of these student-clerks has enthusiastic missionaries working in his behalf.

The Sheaffer pen campaign to colleges is successful because of the thoroughness with which the details are dovetailed together. In too many cases these drives to special segments of the market are not systematic enough. Frequently advertising is run for no other reason than to make an impression on some particular dealer. Naturally such advertising accomplishes little.

**Will Aid in Job Assigned Farm
Implement Makers**

**J. I. CASE THRESHING MACHINE CO.
RACINE, WIS., September 22, 1925.**

Editor of PRINTERS' INK:

The writer has just had an opportunity to review the article in your issue of September 3, by Amos Stote, the title being "A Big Job for the Farm Implement Maker." We want to compliment you for publishing such an article, and Mr. Stote on his understanding of the subject and the plain, clear way in which he has covered it.

The writer agrees that he is absolutely right in that the implement manufacturers have an opportunity to not only benefit themselves, but to enlighten the public for the good of all. The industry and individual members of it have been telling and retelling portions of the story over many years of the past. Mr. Stote has told the story in this article in a splendid way, although there is much more that can be told. The writer means to do what he can to bring about what Mr. Stote says is the job of the farm implement manufacturers.

**J. I. CASE THRESHING MACHINE CO.,
E. J. GITTINS,
Vice-President.**

**New Advertising Service
Started at Utica**

The Adirondack Advertising Agency is the name of a new business which has been started at Utica, N. Y. Charles W. Kinney, president, is the son of the late G. R. Kinney, who was head of the G. R. Kinney Company, Inc., chain shoe stores. John P. Cumming, who is vice-president, was formerly circulation manager of *The American Weekly*. W. N. Irish will have charge of an office at New York.

**National Campaign for New
du Pont Polish**

A national advertising campaign will be started on October 24 on Duco Polish No. 7, a new automobile polish made by E. I. du Pont de Nemours & Company, Inc., Philadelphia. The company, in trade-paper advertising, announces that magazines will be used in this campaign.

**Beacon Shoe Account to
O'Connell-Ingalls**

The F. M. Hoyt Shoe Company, Manchester, N. H., manufacturer of Beacon shoes, has appointed the O'Connell-Ingalls Advertising Agency, Boston, to direct its advertising account.

**Belknap Hardware Advances
L. R. Stein**

Luther R. Stein has been elected vice-president and general sales director of the Belknap Hardware & Manufacturing Company, Louisville, Ky. He was formerly treasurer and has been with the Belknap company since 1910.



OREGON-The Prosperous!

Four recent purchases of Portland businesses and real estate by nationally known concerns show the combined opinion of shrewd business men of the Oregon market.

1. Schlesinger Bros. have bought Olds, Wortman & King, Portland Department Store--price \$2,000,000.
2. Bedell's have bought and are building a \$1,600,000 property in the very heart of the Retail District.
3. The National Stores Company has purchased Lipman, Wolfe & Co., Portland Department Store, consideration \$2,000,000.
4. S. H. Cress & Co., have negotiated a \$500,000 Real Estate Deal.

The Oregon Journal circulates in a prosperous and growing community--advertise in it to sell your wares!

Oregon  **Journal**

BENJAMIN & KENTNOR COMPANY, *Special Representatives*
New York Chicago

Effective October first

we announce

the appointment of

MR. EARL REEVE

as a member of
this organization

*Mr. Reeve was formerly for 10 years
Western Manager of the Curtis
Publishing Company*

BLACKETT & SAMPLE

Advertising

58 E. Washington Street

CHICAGO

Advertising Specialty Men Study Postal Situation

"THE increase of postal rates on printed matter has materially reduced the amount of income available for taxation from business and industry," declared Homer J. Buckley, president of the National Council of Business Mail Users, at the opening session of the twenty-second annual convention of the Advertising Specialty Association. The meeting was held at the Hotel Sherman, Chicago, from September 21 to 24.

"The prime object of the economy program inaugurated by the Coolidge administration was to reduce Government costs which must be paid by the public, but the postal rate increase works the other way," said Mr. Buckley.

He assured the members of the Advertising Specialty Association that the National Council of Business Mail Users, as representative of advertising associations, all of which had gone on record for an equitable revision of the postal rates, would present a bill to the next Congress for relief from the advance.

C. K. Woodbridge, president of the Associated Advertising Clubs of the World, devoted the greater share of his address to observations he had made during a recent tour through a number of the European countries. He found American advertising methods, because of their efficiency, being adopted by advertisers of European countries, particularly England, France and Belgium.

"One noticeable improvement in relations of business interests in European countries," said Mr. Woodbridge, "is that the element of distrust is rapidly disappearing. This cannot but have the effect of promoting a better understanding."

He also added the word of warning which is so often given to Americans who are planning to open foreign markets. "In your advertising in these countries, take the precaution to use phrases and

terms that are so clear that they contain no possibility of confusion, misinterpretation or misconstruction. Europeans generally do not understand our terminology. They understand our language but some of our expressions mean an entirely different thing in their own language."

The final session of the convention was devoted principally to an open forum discussion on the subject, "Reducing the Turnover of the Sales Force." The discussion was led by Reid Wilkin, sales manager of the American Art Works, Chicago. The convention voted to continue its promotional work and ordered films to be made furthering that project.

A. O. Eberhart, former governor of Minnesota, was the principal speaker at the association banquet. New officers elected were: President, E. N. Ferdon, The Blanchard Company, Aurora, Ill.; first vice-president, Chas. B. Goes, Goes Lithographing Company, Chicago; second vice-president, L. C. Glover, Novelty Advertising Company, Coshocton, Ohio; treasurer, J. B. Carroll, J. B. Carroll Company, Chicago, re-elected; executive secretary, Bernice Blackwood.

Four new directors were elected. They are: Paul Bendix, Bendix Paper Company, N. Y.; William A. Repke, The Broderick Company, St. Paul, Minn.; Lester Felsenfeld, G. Felsenfeld & Sons, Chicago; and Carroll H. Sudler, Keterlinus Lithographic Manufacturing Company, Chicago, re-elected.

O. N. Johnson Joins Western Catalog Service

Otis N. Johnson, recently sales and advertising manager of W. P. Fuller & Company, San Francisco, has become sales manager of the Western Catalog Service, Inc., with offices at Los Angeles, San Francisco and Portland.

W. W. Burden with Robert June Organization

William W. Burden, formerly general superintendent of construction for the City of St. Louis, has joined the Robert June Engineering Management Organization, Detroit.

Must Advertising Be Planned to Fit Dealers' Restrictions?

Boni & Liveright Persuade Dealers, through Advertising, That They Should Send Out Company's Mailing Pieces Irrespective of Their Own Likes and Dislikes

ANY advertiser whose product is sold through retail channels likes to look on his retailers as so many potential distributors of direct-mail material. The only trouble is that a good number of the retailers can't seem to arrive at the same conclusion.

The dealer, in close contact as he is with the ultimate consumer, knows the likes and dislikes of his customers and has a mailing list (assuming of course that he is a good business man) that is worth a great deal to the manufacturer. However, as a rule he uses this mailing list with alarming infrequency and when he does use it, sends out only a small portion of the direct-mail material that willing manufacturers could put in his hands.

A number of advertisers have sought to overcome this condition by asking the dealer for his mailing list. Once the mailing list is in the advertiser's hands he can do all the mailing necessary, often under the dealer's name and imprint. In other instances, however, this plan does not work out satisfactorily.

Take the book publishing business as an example. Almost every book retailer has a good mailing list made up of his charge customers and other customers with whom he is acquainted. If he were a grocer he could look upon all his customers as potential users of a new breakfast cereal, but being in the book business he knows that each customer has his peculiarities. Mrs. Brown will read any biography that happens to be published but she has little use for current fiction. Mr. Smith is a voracious reader of plays, but, oddly enough, has no use for poetry. Miss Arbuthnot lives on poetry, but her desire for biography and drama is around a little below zero. To try to sell fiction

to Mrs. Brown, poetry to Mr. Smith and biography to Miss Arbuthnot is merely to waste so much postage and paper.

Another interesting factor enters. The bookseller uses direct-mail material as envelope stuffers once a month when he sends out bills. If a certain piece of direct mail doesn't fit the envelope, it doesn't get sent. Therefore, the publisher is forced to make his literature fit the envelope, not the envelope fit the literature.

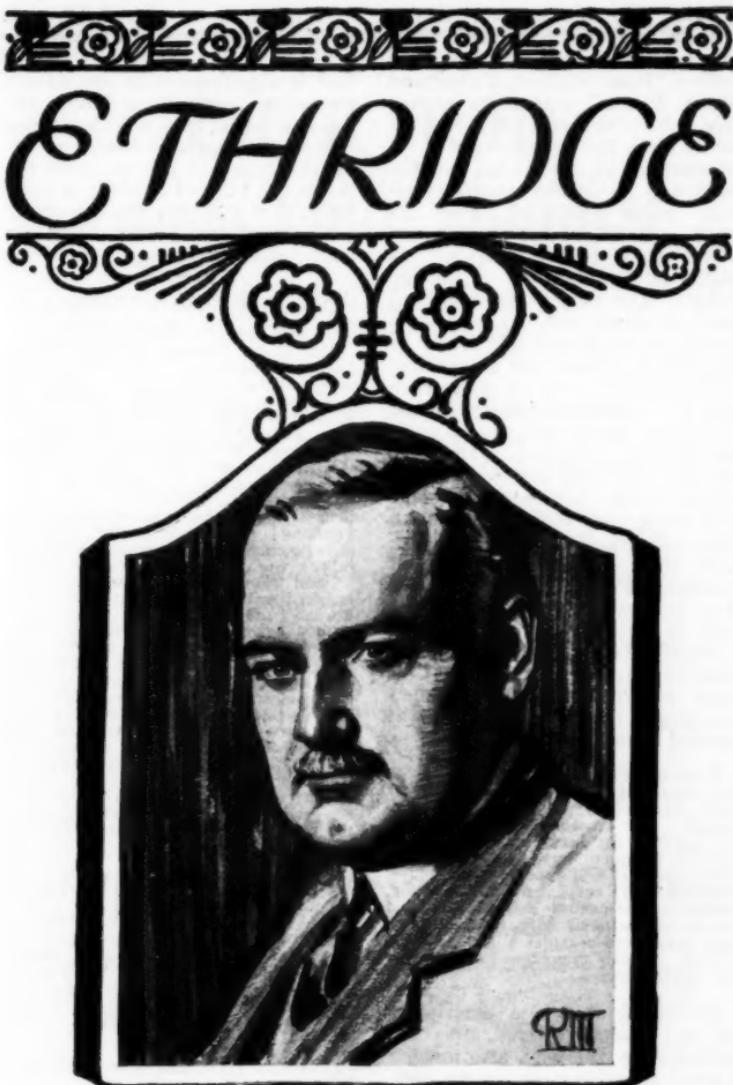
Last year Boni & Liveright, book publishers, of New York tried an experiment which should be of interest to all advertisers who are faced with a similar condition. Instead of trying to make the literature fit the dealer's needs they made an effort to show the dealer that his interests could best be suited by sending out the kind of literature that the company offered regardless of whether it fitted into an ordinary envelope.

THREE SIGNIFICANT FACTORS

There are three significant factors in the Boni & Liveright plan. First, the advertising material was made unusual enough and attractive enough to appear even to the most cross-grained and unprogressive dealer as good advertising. Second, the dealer was told why he should send out this material—was told in advertisements, by salesmen and by letter. Third, the company made the format fit the message.

This plan worked so successfully on the first tryout that the company has extended it this year to include more than fifteen different pieces of direct mail.

The literature itself is unusually attractive. An announcement for a set of De Stendhal is a beautifully printed critical review of the man's work. It is the kind of a



The "portrait gallery" of modern advertising calls for illustrations full of the atmosphere of reality. We specialize in these rugged, living types.



25 East 26th St., N. Y. C., Ashland 8820

Oct. 1, 1925

booklet that the average reader will file away for future reference. A smaller booklet on Robinson Jeffers "Roan Stallion, Tamar and Other Poems" is equally attractive. A folder on Sven Hedin's latest book has as its cover a reproduction of the jacket of the book and inside has several specimen pages reprinted from the book. An insert for Anita Loos' "Gentlemen Prefer Blondes" is made in imitation of a railway ticket. The dealer can send out each of these only to such customers as he knows will be interested in a certain type of reading.

Obviously, to try to make each one of these fit a definite format is foolish, but if each can be made so effective that the dealer will see its value and will realize that a few cents invested in postage will bring back dollars for books, they will get distribution. Therefore since each is effective, the company is able to make the format fit the message and enclose each in an envelope made for it.

Finally, comes the selling of the plan to the dealer. A recent full-page advertisement in magazines reaching the booksellers was headed with this paragraph:

Progressive book dealers are doing an increasing volume of business by mail, particularly on books of special appeal. Last season we prepared circular material for booksellers. The most careful attention was paid to making these circulars and brochures attractive, forceful and convenient for mailing. Booksellers responded so splendidly and we all did so well with them that we have decided to organize a similar booksellers' circular campaign for many of our fall books.

Following this is a description of the folders offered, this description, by the way, also making a good advertisement for the company's latest list.

This advertisement is backed now and then by letters to booksellers and by the effort of the salesmen who, of course, are interested in any means of getting booksellers to boost their own sales.

The plan is not revolutionary. It is not complicated, but that it is effective has been proved by the response from booksellers.

Advertisers in other fields will not find it profitable to follow the plan line by line. But they should find it significant that the advertiser can break away from the bondage of making his advertising fit certain restricted limits set up by the dealer if he can show the dealer the folly of holding to these limits and then furnish the dealer with the kind of material that actually makes sales.

Lays Forhan Company's Success to Advertising

Dr. R. F. Forhan, president of the Forhan Company, Inc., New York, manufacturer of dentifrices, states, in a financial advertisement published in connection with a new issue of stock, that the rapid growth of the company has proved the effectiveness of its advertising policy. The company's business has quadrupled within the last five years, during which time, more than \$5,000,000 has been invested in advertising. The trade-mark "Forhan's" is registered in practically every country in the world. The slogans, "4 out of 5" and "Forhan's for the Gums," have received wide publicity through use in Forhan's advertisements.

The business was started in 1912. In the next two years \$35,000 was paid in as capital, since which time only earnings have been used to build the company to its present size. In 1922 earnings were \$306,104. In 1924 they were \$579,690. For the first eight months of 1925 earnings amounted to \$411,937. The Forhan Company controls Forhan's, Ltd., of Canada, which in turn controls all the rights for Canada and Great Britain. The rights for the rest of the world are controlled by the parent company.

W. W. Shaw with The Doyle & Waltz Printing Company

W. W. Shaw has been placed in charge of the direct mail and creative department of The Doyle & Waltz Printing Company, Cleveland. He was formerly a representative of the Caxton Company, also of Cleveland.

Overall Account for Detroit Agency

William M. Finck & Company, Detroit, overall manufacturers, have placed their advertising account with The Power, Alexander & Jenkins Company, advertising agency, also of Detroit.

"Motor-Verlag" Appoints J. D. Hamilton Company

Motor-Verlag, published in Berlin, Germany, has appointed the John D. Hamilton Company, publishers' representative, New York, as its advertising representative in the United States.

OUR JOB *and Your Business*

*by George H. Sheldon
of Thresher Service*

WE are an advertising agency consisting of experienced workers, able to keep our eyes on the ball—and our feet on the ground.

We consider our job to be the production of profitable advertising for the firms with which we work.

We do not consider it our job to "organize" your business. Neither do we presume to pinch-hit for your night-watchman.

We are concerned chiefly with what we say for you in your advertisements, and where we say it.

THRESHER SERVICE INC.

Formerly Williams Agency - Founded 1897



136 Liberty Street, New York City
Telephone Rector 7880 ~ Cable Flailad

Announcement

of
rate adjustment covering Color Page Inserts
in

THE CLASS GROUP

comprising

HOUSE BEAUTIFUL	COUNTRY LIFE
ARTS & DECORATION	ARCHITECTURE
GARDEN & HOME BUILDER	

Effective December 1st, 1925, the advertising rate for color page inserts (four colors) in The Class Group will be \$3,250, on which date the aggregate cost of a color page, if bought separately in the individual member publications, will be \$3,800.

All orders received before December 1st, 1925, covering schedules throughout the year 1926, will be accepted at the present rate of \$3,000 per page.

One set of electros—one makeready—one long press run as against five short ones—and other vital economies in production—make possible this exceptional value, which a rapidly increasing number of advertisers are taking advantage of.

If the product advertised is one which enters into the construction, decoration, furnishing or equipment of a better-class home, tell the story of its beauty and utility, **EFFECTIVELY**, through COLOR PAGES in

THE CLASS GROUP

covering Better Homes—Inside and Out

Walter L. Williams, Inc.

565 Fifth Avenue

New York

Boston Office
Travers D. Carman
194 Boylston Street

Chicago Office
Fred H. Ralston Company
17th Floor—Tribune Tower

What Shall the Export Price Be?

Assistance for Exporters in Answering This Troublesome Question

*Washington Bureau
of PRINTERS' INK*

MANUFACTURERS who are about to enter the export field and those who contemplate the expansion of their foreign territories frequently find the matter of pricing the goods a difficult problem to solve. This is shown by the frequency with which the Governmental information agencies receive questions like these:

Will it be necessary for us to reduce our prices materially to sell our goods in foreign markets? Is it advisable to introduce our line at about cost, and then increase our prices to a profitable point after the goods become popular in foreign countries? Is it possible for us to control retail prices on our goods in Europe? Do you advise our advertising a retail price on our product abroad?

Undoubtedly, at least two of these questions are largely the result of impressions created by travelers who, after returning from abroad, give out the information that they were offered in some foreign country various standard American products at prices considerably lower than those which prevail at home. Then, it is not uncommon in our large Eastern cities for retail dealers, usually in the jewelry line, to advertise bargain sales and justify their ability to undersell the market on standard articles by claiming that the goods were bought abroad at greatly reduced prices.

There is a basis of truth for these statements. While comparatively few American manufacturers make a practice of regularly cutting their prices to foreign buyers, quite a large number since the World War have dumped surplus stocks on European and other foreign markets at very low prices. This dumping of merchandise has a demoralizing effect on all of our export business, and manufacturers who have practiced it have found that it often creates almost

a prohibitive handicap to future merchandising.

Those who sell regularly at reduced prices do so, obviously, to meet foreign competition. Several of the most successful in this class claim that the increase in production created by the cheaper foreign markets enables them to sell their goods in this country at lower prices than would be possible if they did not meet the prices of their competitors abroad.

No doubt there is logic in this statement; but the electrical industry, which is one of our most successful in the export field, appears to offer a much better example of pricing. According to the Commerce Yearbook for 1924, the value of electrical machinery and supplies exported during the year was nearly \$70,000,000. The exportation of other electrical items, including wire of various kinds, electrical porcelain and other goods of the sort, brought the total up to \$83,000,000. This figure shows a material increase over the total of 1923, and the exports of all electrical products have increased more than two and one-half times since 1913.

At the electrical division of the Bureau of Foreign and Domestic Commerce it was learned that the most successful manufacturers in the electrical industry in this country have followed the same general policy of pricing in building up their export volume. They quote the same prices to jobbers and dealers, quality and quantities being the same, regardless of the geographical location of the buyers.

A FEW PRICE CUTTERS

This does not mean that American manufacturers of electrical products never cut their prices to secure foreign business, nor that they do not dump surplus stocks on foreign markets. But when they depart from the established policy of pricing it is the excep-

tion to the rule, and our large and profitable export electrical business has been largely built up on the general principle of the same price to all the world.

In discussing the subject, after the usual questions of the manufacturers had been mentioned to him, R. F. O'Toole, chief of the Latin-American division of the bureau, said that the pricing of the goods is one of the important considerations of the survey that should preclude every attempt to sell goods in any of the Latin-American countries and, of course, the same applies when selling to all other countries.

"In pricing goods for export selling," he continued, "the manufacturer should be guided by the same principles he employs in his domestic business. Few manufacturers who have not had experience in exporting appear to realize that the principles of good business are the same the world over. It is only the expression or practice of the principles, the methods of doing business, that it is necessary to vary in different foreign countries to conform to local business habits and customs.

"For example, if a manufacturer considered putting a new product on the market in this country, or if he planned to sell his goods in a new and unfamiliar domestic territory, he would consider existing competition, the buying habits of the people, established distribution facilities and other factors, and each factor would have a valuable indication as to the prices at which he would have to sell his product. Then, if the indicated price would not yield a profit, the manufacturer would not be wise in putting out the new line, or in opening up the new territory.

"But if the predetermined price justified the new activity, then the manufacturer would employ the established principles of his business in his new merchandising venture. He might have to change his selling methods. He would study the selling features of competitive goods, determine wherein his products are superior in quality or utility, and emphasize the su-

perior features in his selling. With his advertising he would do pretty much the same, being sure to use appeals that would interest and influence the people he wanted to sell.

"Now, that is the most advisable procedure in planning a foreign selling campaign. The manufacturer who is seeking an export outlet should determine the lowest price at which he can sell his goods at an acceptable profit. There is an abundance of available data on all of the markets of the world from which to select those markets which will be most favorable to the merchandising of any given manufactured line or product.

"Too frequently, manufacturers decide to enter a certain market, and then plan their campaigns. Often, their decision is based on the mere report that some foreign or domestic competitor is doing well in the market. They go ahead and usually find an unexpected resistance, with many unforeseen and unfavorable conditions, which make success next to impossible. If they had studied the data on all possible markets and then selected those countries which were the most promising their selling effort would have been vastly more profitable.

PERSONAL SURVEYS NEEDED

"In every instance, we strongly advocate a personal investigation of the countries under consideration, made by a responsible official of the company which is planning an export campaign, before a territory is selected or a dollar spent in merchandising. The expense of such an investigation is always a wise and profitable investment.

"The matter of profits is, of course, for the manufacturer to decide; but we never advise a material reduction of prices. The manufacturer is entitled to a fair profit, and, if his goods are suitable for export, he can always find foreign territories in which his goods can be sold profitably.

"While some few manufacturers have introduced their goods into Latin-American countries at about

The Great American Family of K-C



Arthur Brisbane Sees an Opportunity

Arthur Brisbane, that shrewd public psychologist, clearly divined the opportunity which **COLUMBIA** offers the advertiser when he said :

"There is a field in Catholic publications for every really high-grade advertiser, for everything, especially, that appeals to the American family, as a family—from the most high priced automobile to the ingenious present for the soldier or sailor. This truthful statement we seek here to impress upon the able advertising agents of the country, constantly on the alert for new avenues of distribution. Through the Catholic publications, as in no other medium, you can reach directly and surely millions of well-to-do Catholic families. And your advertisement will appear in publications that are not read and tossed aside, but kept and cherished from month to month."

COLUMBIA

*The Largest Catholic Magazine in the World
A National Monthly, Published, Printed and
Circulated by the Knights of Columbus*

Net Paid
Circulation

757,540

Member of
A. B. C.

D. J. GILLESPIE, Adv. Director
25 West 43rd Street
New York City

J. F. JENKINS, Western Manager
134 South LaSalle Street
Chicago, Ill.

The Leading
 Travel and
 Resort
 Medium
 of New England
 is the
**Boston
 Evening
 Transcript**

A Boston Institution
Established 1830

*National Advertising
 Representatives*

CHARLES H. EDDY CO.
 Boston New York Chicago

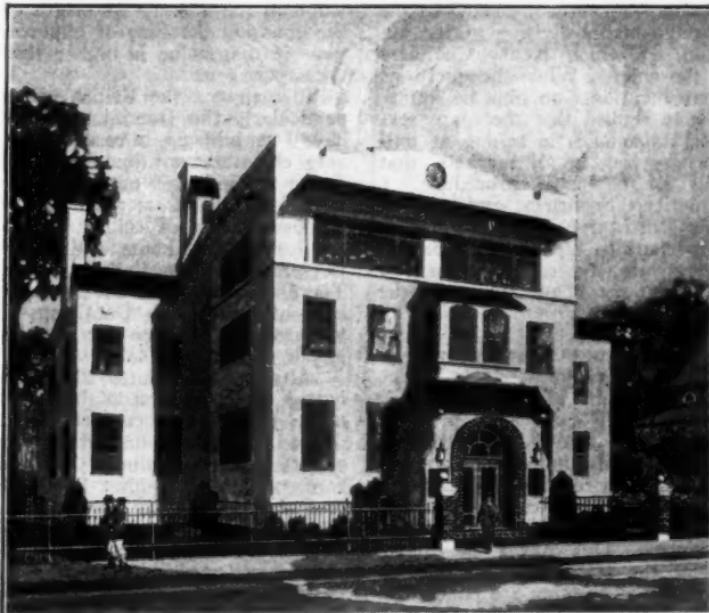
R. J. BIDWELL CO.
 San Francisco Los Angeles

cost, with the expectation of later increasing prices, their experience has, I think, demonstrated the futility of the practice. The general reputation of our manufacturers abroad is mainly sustained by the quality of their products. Hence the selling appeal should be on quality and not on price. As a rule, our manufacturers cannot compete with Europe on cheap goods, and any exporter who introduces his goods at about cost, merely for the selling influence of a low price, will find it next to impossible to increase his price and hold an appreciable volume of his trade.

"It is seldom practicable for American exporters to control resale prices in the Latin-American countries, nor is there any advantage in attempting to do so. While distributors and dealers are, as a rule, glad to have any suitable advertising and selling assistance from American exporters, they resent any attempted control over their methods. After they have bought the goods they consider them their own exclusive property, to be disposed of according to their established methods, and it is useless for the American manufacturer to try to change such commercial habits abroad.

"It is not advisable to advertise resale prices in any of the Latin-American countries. If there are any exceptions I do not recall them. American manufacturers should remember that ours is about the only country where the retail one-price system prevails generally. In the Latin-American countries, retail trading is largely a haggling over prices, and almost invariably retailers must first price their goods at a higher price than they expect to get for them. Hence, the advertising of resale prices greatly hampers the retailer, and, in most instances, it would create resistance to merchandising. In the Latin-American countries, our most successful exporters are using their advertising as a means of more firmly establishing their products on a basis of quality and utility—not on price."

The question of pricing exports



Moving! On October 3rd

MOSER & COTINS
move from the Paul
Building, Elizabeth St.,
to the Moser & Cotins
Building, 10 Hopper St.

In this light, roomy building, especially laid out to facilitate our work, we expect to welcome old friends and make new ones; and from these headquarters to continue to maintain intimate contact with New York State Industries and render a thorough service to our clients.

MOSER & COTINS *Advertising*

Moser & Cotins Building, Utica, N. Y.

MEMBER
Audit Bureau
of
Circulation

MEMBER
American Association
of
Advertising Agencies



is also frequently presented to the foreign tariffs division of the bureau, of which Henry Chalmers is the chief. When the questions were mentioned to him, he immediately replied that there are several advantages in selling at uniform prices in all markets, that this is the usual procedure of American exporters, and that in the British areas particularly it is important to see that the export prices are the same as, or not much lower than, those of the home market.

HOW BRITISH TARIFF SYSTEMS
ASSESS DUTIES

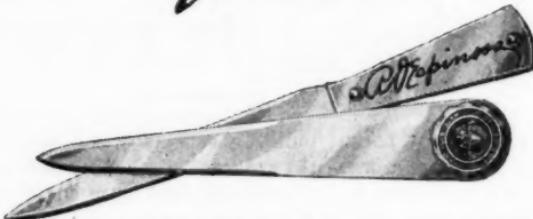
"The tariff systems of most of the British areas," he said, "are distinctive in that duties are assessed, with relatively few exceptions, according to the value of the goods rather than by weight or quantity. This makes the crucial point the statement of value, so far as the customs are concerned. The basis of ad valorem duties is not necessarily the invoice price, but rather the current market

value in the country of origin of the goods at the time of exportation—if that value is higher than the export price.

"In many of the British areas, particularly the Dominions, there have been built up, in recent years, very elaborate anti-dumping laws. These are intended partly to prevent dumping of merchandise in the usual sense of selling abroad for less than at home, and partly to protect domestic industries. Therefore, the effect of the tariff laws of the British Dominions is to encourage the one-price system in our export trade.

"Although, of course, all duties have a direct relation to the prices at which our exports are resold abroad, the prices quoted by our exporters do not ordinarily include foreign duties. Neither F. O. B. or C. I. F. quotations place any responsibility on the American exporter for any duties or other charges collected in the country of destination. Hence, as a rule, foreign tariffs do not influence the prices quoted by exporters, except as the exporter may offer special

made by *Grammes*



"Openers" For A Happy New Year. Grammes Art-Metal Openers Qualify For Executive Desk Service. Imagine The Contact When A Prospect "Lays-Open" The Flap Of Your Direct Mail. How Many Openers Do You Need?

We Invite Inquiries From Advertising Specialty Salesmen.

L. F. Grammes & Sons
INCORPORATED

Our
Fiftieth
Year

493 Union St., Allentown, Pa.
New York Office—Fisk Building

Also Mfrs. Metal Stampings, Trimmings, Display Devices, Name Plates, Etc.



discounts to offset duties and meet competition.

"There is another expense of exporting, however, that frequently creates a question of responsibility, and sometimes increases the cost of selling. All countries of Latin America and many of Europe require that invoices or other shipping documents be legalized by their consuls, and the cost of this service runs for some countries, as high as 5 per cent of the value of the goods. We have just handled a case in which an American manufacturer was required to pay these charges on a large shipment of goods to a foreign country, although the expense was not figured in his price. This was an out-of-pocket loss to the exporter, and amounted to a good part of his net profit on the transaction. It was due to the fact that there was no definite understanding as to whether the buyer or seller would pay the fees.

On F. O. B. quotations this expense is rather generally understood to be an obligation of the buyer of the goods, for which the exporter has no responsibility. On C. I. F. shipments the general practice in the United States is to regard the consular fees as a charge against the buyer, which is billed to him by the exporter as any other charge would be.

"It should be remembered, however, that these general practices are not firmly fixed, and that the laws do not require the buyer to pay the consular fees. Therefore, it is to the advantage of the exporter to have the matter of fees covered in his contracts or selling agreements. This will simplify his method of pricing, and enable him to secure the advantages of a 'one-price to all the world' policy. And I believe that the advantages abroad are identical with those which result from the same policy in domestic commerce."

Carl A. Lautz Dead

Carl A. Lautz, formerly president of Lautz Brothers & Company, Buffalo soap manufacturers, died recently at that city. At one time he was president of the American Grocery Specialty Manufacturers Association.

Good Copy

finds
the stranger
and makes
him a
friend

HAWLEY
ADVERTISING
COMPANY
INC.

95 MADISON AVE.
NEW YORK CITY

Hamilton Rubber Buys Victor Rubber

The Hamilton Rubber Manufacturing Company, Trenton, N. J., has purchased the trade-names, molds and other equipment of The Victor Rubber Company, Springfield, Ohio, manufacturer of tires and tubes. Frank C. Braden, who had been division sales manager of the Victor company, has been appointed sales manager of the Victor Springfield division of the Hamilton company.

New Jersey Zinc Appoints Robert Hursh

The New Jersey Zinc Company has appointed Robert Hursh assistant general sales manager, succeeding Bushnell Wigelow, who has become associated with the treasurer's department. Mr. Hursh has been with the company since 1917, recently as district manager at San Francisco.

Advanced by "Current History"

Russell L. Willard has been appointed advertising manager of *Current History*, New York. He has been with this publication for the last year.

Boston Bank Appoints J. Walter Thompson

The Exchange Trust Company, Boston, has appointed the J. Walter Thompson Company to direct its advertising.

Magazine Club Appointments

At a recent meeting of the board of directors and officers of the Magazine Club, New York, the following committees were appointed:

Speakers: Clair Maxwell, *Life*, chairman; A. M. Carey, *International Studio*, and Paul Meyer, *Theatre Magazine*.

Arrangements: J. A. Bedell, *The Outlook*, chairman; George Alpers, *Charm*, and Herbert J. Donohoe, Archer A. King, Inc.

Guest: R. B. Alexander, *Woman's Home Companion*, chairman; Albert Gibney, *Munsey's Magazine*, and Raymond Bowen, *The Outlook*.

Membership: C. W. Fuller, *Photoplay*, chairman; O. B. Merrill and R. L. Johnson.

Reception: Robert R. Harkness, *The Mentor*, chairman; Albert Gibney; Luther B. Fernald, Conde Nast Group, and Harold A. Wise, of the Macfadden Unit.

J. C. O'Laughlin Buys "Army & Navy Journal"

The *Army & Navy Journal* has been purchased by J. C. O'Laughlin. It was formerly published by the Army & Navy Journal, Inc., New York. During President Roosevelt's last administration, Mr. O'Laughlin was First Assistant Secretary of State. Later he acted as secretary for the United States Interallied Munitions Council and had been associated with Lord & Thomas. The offices have been moved to Washington, D. C.

If You Are Advertising Any of the following Send At Once for Sample Copy

Sweater News and Knitted Outerwear

Vol. 22, No. 2

March, 1925

Knitted
Sweaters
Bathing Suits
Infants' Wear
Dresses
Fabrics
Scarfs
and Caps

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

The Underwear & Hosiery Review

Vol. 22, No. 2

March, 1925

Knitted
Underwear
Hosiery
Golf Hose
Infants' Sox
Silk Vests
and Bloomers
Nainsooks

Also
Yarns
Machinery
Equipment
and Supplies
for Knitting
Mills

Published by
KNIT GOODS PUBLISHING CORP.
93 WORTH STREET, NEW YORK

The Tucker Agency

Incorporated

was established in New York City 12 years ago and is still serving its original clients

This organization is experienced in handling magazine and newspaper advertising. Our policy is "a limited number of accounts with unlimited service to each." This Agency was

Recently Enlarged

thus enabling us to serve one additional client whose annual appropriation exceeds \$25,000

Personal interviews solicited

THE TUCKER AGENCY, Inc.

303 Fifth Ave., New York Telephone: Caledonia 3047
3048

Introducing

Laughter

A MAGAZINE OF GOOD HUMOR

Here at last is America's standard humorous monthly—a "Magazine of Good Humor" which does not confine its appeal or narrow its scope to a single class of readers. LAUGHTER is for the entire family, from the youngest to the oldest. It features the humorous short-story as well as a wealth of pictures, jokes, epigrams, etc., a new and original departure in the publishing field. Send for a sample copy. Standard size. Application will be made for Membership Audit Bureau of Circulations.

THE GUILD PUBLISHING CO.

Drexel Building, Philadelphia, Pa.

SAM. J. PERRY

Kansas City,
E. A. SAMUELSON,
Coca Cola Bldg.

National Advertising Representative,
1480 Broadway, N. Y. C.

Chicago
RIKER & KING
140 S. Dearborn St.

Pay Attention to Your Uncle Sam!

A Tip to Direct-Mail Advertisers

By Edith G. Hawkes

Postmaster, Fulton, California

DURING my several years' experience as postmaster in a small post office, the following facts have both annoyed and puzzled me. My complaint is summed up in the question: Why don't advertisers avail themselves of the assistance offered them by Uncle Sam?

In the course of a year, several hundred circulars come to this one office that cannot be delivered, either because the mail address is incorrect, or because the addressee has moved away. Where the mailing lists used by these advertisers are obtained I do not pretend to know, but I am aware that some of them are made up from telephone books. These are not always accurate for mailing purposes because frequently the telephone address and the mail address are not at all the same.

For example, there is a telephone line which has an exchange in my town, but nearly all the people on the line receive mail from rural routes going out from two different towns to the north and south of us. What happens is this: The circulars, in unsealed envelopes, with one-and-one-half cents postage on them, are received here, and a portion of them is delivered to the addressees. The others are not forwardable, like letters, but, if the advertiser has printed under his name and address in the upper left-hand corner of the envelope "Return postage guaranteed," as he is urged by the Government to do, always, the addressee's address is corrected, the whole name and address crossed out, the envelope stamped "Return to sender," and the circulars go back in the next mail to the advertiser who should then have his mailing list corrected so that the same mistakes will not occur again.

If return postage is not guaranteed, but the advertiser's address

is on the envelope, a card notice is sent to him, advising him how many undeliverable circulars have been received, and how much postage is required for their return. If he attends to this, such matter, which is held for a reasonable length of time awaiting his reply, is returned to him promptly after postage is received, with the addressee's address corrected, if it is known.

Now, one point I wish to make is this: Many advertisers, when the circulars are returned to them, pay no attention to the corrections, and when their next lot of circulars is sent out, make the same mistakes again. There should be someone in the advertising department whose business it is to keep the mailing list up to date so far as possible.

Another point is that many of the advertisers pay no attention whatever to the notice cards. For the last year or two, I have kept a record of such advertisers, and there are now on the list 186 names. When undeliverable advertising matter from such firms comes in, of course there is nothing to do but throw it in the wastebasket, along with circulars from those firms who do not even print their names on their envelopes.

When you consider that this is but one small office among many thousands of all sizes, and that in some of these envelopes there are samples, or return cards or envelopes, and, in rare cases, even stamped envelopes, surely it is easy to see that there is an enormous waste going on, for which someone is paying.

Pay attention to your Uncle Sam!

Harry Daniels has been appointed director of sales of the Kerr-Detroit Letter Company, Detroit. Formerly he was with the Detroit office of *Current Opinion*.

You can now advertise in either the Men's magazines or the Women's magazines of the Newsstand Group.

Newsstand Group—Men's List

(600,000 net sale guarantee—members A.B.C.—\$3 a line)

Ace High	Lariat Story Magazine
Action Stories	North West Stories
Black Mask	Ranch Romances
Cowboy Stories	Wit of the World

Newsstand Group—Women's List

(400,000 net sale guarantee—members A.B.C.—\$2 a line)

Breezy Stories	Snappy Stories
Droll Stories	Young's Magazine

THE very low line rates are possible because these magazines make their chief profit from their great newsstand sale and can, therefore, base their advertising rates, not on the amount of circulation, but on the actual cost of the paper and printing used for advertisements.

The distribution of the January issues of the Newsstand Group magazines, listed above, will actually exceed 1,800,000.

NEWSSTAND GROUP

Management of

E. R. Crowe & Company, Inc.

New York

Chicago

CLEMENS MOFFETT
Eastern Manager

C. E. DAMRON
Advertising Manager

N. D. CAMPBELL
Western Manager

Tri-Weekly Journal Atlanta, Ga.

Farm homes in Georgia, North Carolina, South Carolina, Alabama and Florida receive 87% of the circulation of The Atlanta Tri-Weekly Journal.

This highly concentrated rural coverage in the region of the strongest farmer buying power is unique.

Paid circulation is over 240,000 a week and growing fast.

Buy now at the old rate of 60 cents a line per week.

*Advertising in The Journal
Sells The Goods*

ONE CHECK is Payment in Full

and
your magazines
are on every stand
in the country

*If you want to know more
about independent distribu-
tion, write us.*

EASTERN DISTRIBUTING CORPORATION

*National Distributors
of Magazines*

15 WEST 37th STREET
New York City
Wisconsin 2746-7

What Do Visitors See in Your Plant?

(Continued from page 8)

are quick to take the part of what they think is the underdog, and it is sometimes necessary to assure them that the work is not so bad as they think, that the people doing it are earning good wages, and that the organization is thoroughly alive in sports and social activities.

Of all plants open to the public, and benefiting by large numbers of visitors, those manufacturing food products are most numerous. The appeal of the food factory is stronger than that of other establishments, even those making common articles of everyday consumption. Food is close to everybody. It is especially interesting to women. Its preparation involves questions of cleanliness and purity. Therefore, the food manufacturer with a sanitary modern plant can make it a show place, provided it is conveniently located, and the product has popular interest. Typical plants of this kind are the Heinz, Campbell, Beech-Nut, Shredded Wheat and Kellogg factories, the Chicago packing houses, and some of the big baking concerns. Many manufacturers in this field, however, are handicapped by old buildings or crowded quarters. They may be just as scrupulous and clean, but for lack of white tiling, big windows and other modern features, their factories do not "show" to advantage. Others have rather "sloppy" processes—it is hard to make a creamery or ice cream plant look attractive. Still others are not particularly interesting in themselves—somehow the direct appetite appeal of Chili sauce or breakfast flakes is lacking in, say, coffee roasting or mustard mixing.

The best way to show a plant depends upon what you want to prove.

I know one Eastern food plant in which about the most interest-

ing sight is a storeroom full of unlabeled tins of deviled meat. To look at, nothing but piles of little round cans. Yet there is where the quality of the product develops, because they are left a year for the spices to permeate the meat, and give a flavor that has made this particular brand unassailable. This is by no means the largest cannery of its kind in the country, and time and time again concerns with more capital and far better distributing facilities have tried to displace this brand, but have seemingly fallen short of the flavor secured through the time factor. And that is the point visitors ought to remember after a trip through this plant.

FACTORY CLEANLINESS IMPRESSES
VISITORS

I know another cannery, in the East, too, in which cleanliness and the daintiness of the product are skilfully demonstrated to visitors. Being a new plant, built around new canned specialties, it is a real show place, largely built of tile and glass, scientifically ventilated, with insects screened out, flowers growing all around and employees in white garments, freshly laundered every morning, it makes a deep impression on visitors. When the proprietor of this cannery goes through the works himself, he carries a clean white handkerchief and applies the West Point inspection test, rubbing it over tables and kettles to detect carelessness. The products in this place are cooked dishes that require the skill of a chef to be at their best. They are rather expensive compared with other canned foods, and have a limited, though steady, distribution. The place is shown in a way that brings out the culinary skill required to make the product, and impresses upon visitors, particularly housewives, the fact that factory cleanliness nowadays is decidedly ahead of average kitchen cleanliness.

I know another plant in which sight-seeing had a remarkable influence upon employees. It wasn't strictly a show place either in

Today

The changed conditions which have come over the business world and which have brought back a buyer's market in all lines of trade, point to nothing so clearly as that Direct Mail Selling is looked upon more favorably than ever before.

You'll find that your sales messages planned, prepared, produced and mailed by our experienced staff of Merchandisers will bring bigger results.

Let us in on the plan before starting your Direct Mail Selling. You'll like the idea.

Complete departments in—
Merchandising, Surveys, Market
Analysis, Copy, Art and Plates,
Printing, Form Letters,
Mailing Lists, Address-
ing and Mailing—
to serve you. All under one roof.

Buckley, Dement & Co.

General Office and Plant
1304 Jackson Blvd., CHICAGO

Eastern Sales Office
247 Park Avenue, NEW YORK

see us

There is hardly any business which cannot profitably use a well planned book describing its goods and its service. Our specialty.



CURRIER & HARFORD Ltd
Selective Advertising
27 East 31 New York Call 6076

A Rare Opportunity For An Unusual Man

An old established company publishing a high grade Direct-by-Mail Service confined to the automotive field, will consider applications from salesmen for the following territories: New York, Chicago, Cleveland, Atlanta, Dallas, Los Angeles.

The men we are interested in have successfully sold advertising, stocks, bonds, or other specialties of a like nature, and must be prepared to submit their records for investigation.

The service consists of a tested and proven advertising plan that can be sold in every town and city of over 5,000 population. The man who has proven his ability in the sale of business services, can earn a minimum of \$8,000 the first year. Remuneration is on a commission basis, the minimum-sized contract paying a commission of \$80.00. Commission on larger contracts ranging up to \$450.00. As considerable traveling will be necessary, we would prefer men owning cars.

In replying, please give complete information as to past and present connections and other data that will assist us in making a decision.

Address "A." Box 119, care of Printers' Ink, 230 South Clark Street, Chicago, Ill.

premises or product, the latter being of no particular general interest. It was an old plant, and had rather a bad reputation among working people for poor wages and uncongenial conditions. A new management took hold, wages were brought up to the local level, more windows were put in, the artificial lighting improved, plenty of white paint applied—and then visitors were invited. Not many of them, and not the general public, but chiefly interested groups picked up at conventions, with parties of salesmen and branch managers and dealers from time to time. The idea that people came to see them work wrought a transformation in employees. It became creditable to have a job in that factory, where previously a job had been looked upon as a last resort when work was not obtainable elsewhere. Service buttons were distributed. On their own initiative, employees organized a baseball team, and won the summer's pennant in the local industrial league. All because occasional groups of people came to see them make the goods which the visitors sold or used.

I know another Eastern factory that used visiting days to correct a different employment handicap. Not a show place, either—just a big sprawling machine shop, in a New England factory town. It had been getting harder and harder to find intelligent youngsters to come in to learn the process and stick, though the public schools were constantly sending out bright boys looking for jobs. It was a school superintendent who believed that local boys and girls would find jobs in the local factory if they knew something about it. He suggested taking parties of pupils through the plant, as part of their school work. Before then, they had studied modern industry out of books. They knew something about how steel was made in Pittsburgh, cotton cloth woven in the South, but the local factory was just a mysterious place behind a strong wire fence. When they got inside, and saw actual



WHEN you send a package by parcel post it takes its chance with countless others.

For a few cents you can insure yourself against replacement costs if it is lost, damaged or destroyed in the mails. Inquire about North America Parcel Post Insurance, Coupon Books and rates.

Insurance Company of North America PHILADELPHIA

"The Oldest American Fire and Marine Insurance Company"



Insurance Company of North America
Third and Walnut Streets
Philadelphia, Pa., Dept. W 101

Name

Street

City State.....

Wants information on Parcel Post Insurance



House Organs

We are the producers of some of the oldest and most successful house organs in the country. Edited, printed and mailed in lots of 1000 and up at 5 to 15 cents per name per month. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

The William Feather Company
607 Caxon Building : Cleveland, Ohio

TO PUBLISHERS, of Newspapers and Magazines

Start a "Questions and Answers" column or department for investors. You can greatly increase the circulation of your periodical with no trouble or inconvenience. Fully experienced in this line. My services can be had on an attractive basis. Available immediately. Address, "Investment Advisor," Box 117, care of Printers' Ink.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

PRINTERS' INK PUBLISHING COMPANY
185 Madison Avenue, New York

processes and learned what a bright, ambitious young fellow might earn in present wages, and ultimately rise to, the text book stuff was out of it. Why shouldn't every community link its local industries with its schools, in just this way?

I know public service companies that have overcome public prejudice and misunderstanding by throwing their plants open to visitors. John Citizen's \$2.83 electric light bill looks different after he has seen a big central station and had explained the idle "peak" generators needed to double the amount of current sent out over the mains during the hour or two each day when an emergency suddenly increases the demand for "juice." And his telephone bill is not so likely to make him controversial when he knows just how calls are handled and counted.

I know factories making apparatus and materials that the general public never uses, because they are made for other industries. But it is highly important that the folks who buy and operate such equipment, or use the materials, understand how to do so efficiently. Wherefore, these plants constantly entertain small parties of technical men, and superintendents, foremen, and workers, who go away with better ideas of using the stuff, because they have seen how it is designed and fabricated.

The factory visit is a form of advertising capable of great development. Innumerable plants can be shown to innumerable visitors in many ways. When the

Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

Brockton Daily Enterprise

Printing 23,000 Daily

Flat Commercial rates 6½ cts. per line, 91 cts. per inch

Afternoon Paper, Sells for 2 cents

Averages nearly 2 pages of want advertisements



possibilities are studied more intensively, this kind of advertising will be given point and purpose, to secure results at a reasonable cost in money and time.

**Col. Robert R. McCormick
Heads Publishers**

Col. Robert R. McCormick, co-editor of the Chicago *Tribune*, has been elected president of the Chicago Local Publishers Association. He succeeds the late Victor F. Lawson, who had been president of the local association for a number of years.

**L. J. F. Moore Joins Murok
Realty Company**

Louis J. F. Moore, who has been advertising promotion manager of the New York *Evening Journal* for the last four years, has resigned to join the advertising staff of the Murok Realty Company, St. Petersburg, Fla.

**"Old Essex Brew" Account for
Picard, Bradner & Brown**

The G. Krueger Brewing Company, Newark, N. J., maker of "Old Essex Brew," has appointed Picard, Bradner & Brown, Inc., New York advertising agency, to direct its advertising account.

**R. T. O'Connell to Conduct
Brooklyn Y. M. C. A. Course**

R. T. O'Connell, manager of the service department of *Textile World*, New York, will conduct a course in advertising at the Central Branch Y. M. C. A., Brooklyn, which will start on October 7.

**H. C. Thomson with Street
Railways Advertising**

H. C. Thomson, until recently assistant general manager of the Federal Profit Sharing Company, Chicago, has joined the Chicago office of the Street Railways Advertising Company.

**G. C. Carothers, Sales Man-
ager, Homebuilders Exhibits**

George C. Carothers has been appointed sales manager of Homebuilders Exhibits, Inc., New York. For the last three years he was with the Copper & Brass Research Association, New York.

Walter Gilliss Dead

Walter Gilliss, for many years a well-known figure in the printing trade and a member of the Gilliss Press, New York, died at New York on September 23. Mr. Gilliss, with his brother, Frank, printed the first issues of *Life* and *Vogue*.

**Commercial art is
only an *Orphan Annie*,
if it isn't clothed &
fed by ideas. We
are not selling a
pack of pencils,
but a stack of ideas**

Martin Ullman Studios Inc.
250 Park Avenue New York

Vanderbilt
4563

**Idea Creators
not just
illustrators**

**DIRECTOR
of ART and
PRODUCTION**

Is Now Available

This man has a successful record in this capacity in a New York (AAAA) Agency.

In all phases of the art and production end of our profession he is thoroughly at home. His ideas are prolific—his visuals attractive—his typography effective and practical.

Whether the job be booklet or newspaper, magazine or rotogravure, he is capable of directing each step of the process and insuring delivery on time.

Salary \$5,000

"B" Box 260, Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR

Chicago Office: Illinois Merchants Bank Building, GOV'T. COMPTON, Manager.

Atlanta Office: 704 Walton Building, GEO. M. KOHN, Manager.

St. Louis Office: Syndicate Trust Building, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Canadian Office: 92 Adelaide St., W., Toronto, H. M. TANDY, Manager.

London Office: 40-43 Norfolk Street, Strand, W. C. 2, C. P. RUSSELL, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$120; half page, \$60; quarter page, \$30; one inch, minimum \$9.10; Classified 65 cents a line. Minimum order \$3.25.

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NEW YORK, OCTOBER 1, 1925

Economic Law Seems to Be Winning In our editorial discussions of business developments, such as the action of the wholesale grocers in inducing the Government to force the packers out of the general food business—a policy, by the way, that since has been rescinded—we have repeatedly taken the stand that economic law is supreme and will prevail. We have said, and we repeat it now, that the people of the country are entitled to buy good merchandise at the lowest possible price—also that any one element or collection of elements that can come the nearest giving it to them is the one that eventually will have the preference.

Some recent developments indicate that economic law actually has forced its way ahead of a lot of artificial obstacles and seems at last to be in a fair way toward making the business of the country better. During the last few weeks certain news items, tucked away unobtrusively on the inside pages of newspapers, have given forth some highly important indications to this end.

Secretary of Labor Davis said last month that the American working man is suffering from wasteful industrial conditions. He declared the interests of labor would be served by the repeal of laws that forbid certain industrial combinations which would eliminate this waste.

A few days later along came Secretary of Agriculture Jardine with the announcement that the recent merger of the Armour and Morris packing interests is legal and proper so far as he is concerned. The law gives the Secretary of Agriculture control over the packers and this seems to settle it.

Attorney General Sargent has just notified all trade associations in the United States that he will be glad to help them organize so they will be sure to be within the law.

And then there is the widespread recognition and use of mass production, distribution and selling. This is effacing numerous inefficient manufacturers, jobbers and retailers. Twenty years ago it might have been a subject for Government action. By some strange method of reasoning, or lack of it, the banks and the "trusts" would have been depicted as trying out some new dodges to squeeze the public.

Today, the condition is accepted as the inevitable and inexorable working out of economic principles.

There is nothing remarkable about all this. It does not necessarily mean that people are smarter now than they were then. Politicians are just as prone to try to serve their own ends by appealing to the prejudices and ignorance of the mob. Big business, so-

called, is just as eager to make the highest possible profit. There has been no noticeable regeneration in mind or spirit. No element in the process has been born again.

It simply means that economic law is working out and is, to a degree, having its way. And now that this is coming about, people are accepting it almost without comment. Why shouldn't they? Economic law works both ways. It automatically provides a square deal for the maker, the seller and the buyer.

***Careless
Buying***

John W. Morey, president of the National Wholesale Grocers' Association, recently issued a statement in which he said that grocers are paying too much attention to buying and not enough to selling. He contends that by emphasizing the buying end of their business, merchants are over-stocking.

This is a view that has frequently been presented. It has been often said that the money is made on the selling end of the business and not on the buying side. In the main, this idea is sound. Just at present, however, we are not disposed to agree entirely with Mr. Morey. Retail business is not suffering so much today from paying too much attention to buying as it is suffering from *careless* buying. In other words, buyers are not paying enough attention to their duties.

A few weeks ago, PRINTERS' INK published an article, written by a salesman, in which the point was made that there is too much loafing among buyers. This salesman said that it is getting to be very difficult for salesmen to see buyers because the latter are so seldom at their places of business.

If the situation is only one-third as bad as depicted, it means that merchants are not giving enough attention to their buying. They are buying carelessly. They are tying up their capital in purchasing deals, quantity propositions and are not keeping up their stocks of fast-selling merchandise. It is common observation that retail

merchants are today badly over-stocked on some things and at the same time entirely out of many quickly moving items.

This condition is due to careless buying or to the refusal of the merchant to delegate buying authority to department managers or to his salesmen and saleswomen. When the merchant is not on the job or is busy with other duties, stock is not kept filled in as it should be. To keep stock well balanced and adequate requires a daily order and daily orders cannot be sent in unless the merchant delegates authority to his assistants.

As a rule, when a business man leaves his enterprise for a few hours or a few days or weeks, all buying stops. However, his selling does not stop. His sales organizations go right ahead attending to the wants of customers regardless of whether or not the boss is on the job. If the heads of businesses would delegate buying authority just as they do selling authority, much of this complaint which we hear about careless and inefficient buying would be eliminated.

***Our Medieval
Dealers*** There can be no let-up in the work of educating the retailer in the bed-rock essentials of decent, profitable business. When the manufacturer stops being a teacher and friend it does not take long for unscrupulous elements in business to open up their campaign. If the dealer is not shown how to make fair profits by the reputable manufacturer, someone else will come along to show him how to make unfair profits. If the dealer is not made to see just why it is that he can go farther and fare better with advertised merchandise of known quality and reputation, there is an excellent chance that someone will hypnotize him into believing that he can beat the game by dabbling in deception.

Observation rather than pessimism gives rise to those feelings.

The average retail dealer is no worse than any other individual,

yet there can be no serious question that many a dealer is not strong enough of himself to resist the lure of easy and excessive profits. He needs help and sound advice to keep him away from substitutes and imitations of brands of goods that have earned their right to popularity.

The Schoenhofen Company of Chicago, which makes Green River beverage, investigated 1,500 retailers. It discovered 850 instances of substitution when this beverage was called for at soda fountains and other places where soft drinks are sold. The Kraft Cheese Company has had an exceedingly difficult problem thrust on it to combat substitution in its field. Some dealers believe that Kraft makes all the cheese sold in loaves and wrapped in foil. They tell their customers that. Others spread that report, knowing it to be untrue. In some cases dealers plant the belief that the name Kraft as applied to cheese is a generic term and not the name of an individual company. The Palmolive Company has been cheated out of more sales than will ever be known by imitations of its name, the color and the shape of its soap. Plenty of other losses sustained by big advertisers could be listed.

The manufacturer can fight substitution in several ways. He can, and frequently does, warn the trade and consumers by means of advertising. That helps a great deal, companies like Kraft and Palmolive believe. Then the manufacturer can go to the mat with the dealer and convince him of the folly and inevitable loss in trade due to substituting. Finally he can gather evidence and go to the courts.

Most dealers, there is reason to believe, would not have anything to do with substituting if they were given a few simple lessons in merchandising and if these lessons were repeated at short intervals. Once they actually see how futile it is to attempt to build business on deception and fraud, they will also see that they are better off by distributing advertised brands for which a manufacturer has es-

tablished a demand. Many retailers are back in the dark ages. *Caveat emptor* cannot be forgotten; it still applies in too many cases. The time has not yet arrived when there can be any let-up in the work of teaching the retailer the bed-rock essentials of decent, profitable business.

Pompeian Drops Free Goods

In two articles recently published in PRINTERS' INK under the title: "Frenzied Merchandising" the status of free deals in the drug trade was commented upon. It was shown that the free deal, in this industry, is a commonly-used merchandising device. Reference was also made to the fact that a number of manufacturers selling through retail drug stores feature the free deal because they feel that competition impels them to do so.

Several letters from prominent manufacturers were quoted in the two articles for the purpose of proving that even when competition becomes as frenzied as it admittedly is in the drug trade, the free deal can be dropped without imperilling the business. Another bit of evidence supporting this conclusion is found in the current business-paper advertising of The Pompeian Company, Cleveland.

The cosmetic manufacturers are particularly bad offenders in giving free deals. Some of the offers by these manufacturers border on the ridiculous. In view of this, it is particularly interesting to read in the Pompeian advertisement: "In order to help stabilize prices and prevent manipulation of Pompeian preparations, all free goods were discontinued months ago. In spite of this, July sales exceeded all other Julys in our history."

Gas Manufacturers to Discuss Advertising

Advertising and public relations will be featured in the topics to be discussed at the seventh annual convention of the American Gas Association, which will be held at Atlantic City from October 12 to 16. During the convention there will be a series of meetings of the directors of the committee on public utility information.

The Last Chance before Christmas

In the December issue you have the last opportunity before Christmas to reach the hundreds of thousands of readers of BOYS' LIFE, The Boy Scouts' Magazine.

*Forms for December close
October 25th.*

Every one of our boys has something coming to him on Christmas day—just what, depends largely on what he himself selects.

Each of these boys will be looking for Christmas suggestions. Their Christmas selections will be made from the things they see advertised. Get your suggestions before them in the December issue.

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

Lincoln Building
Los Angeles, Cal.

37 So. Wabash Avenue
Chicago, Ill.

162 of a series showing effective coverage of national advertisers

A real FREED-EISEMANN
embodying many of the
inventions of Marius C. A. Latour-
for \$75! ★



Why not have the satisfaction of owning
a set embodying advanced principles in
Radio engineering—

In other words, the Freed-Eisemann PB-15.
This set at \$75 offers, we believe, the out-
standing Radio value of today.

The receiver comprises two stages of tuned
radio frequency (Lamour arrangement);
detector and two stages of quality audio
frequency amplification. New radio and
audio circuit design assures improved selec-

tivity and tone quality with minimum drain
on B batteries.

It has five tubes, with a coupled antenna cir-
cuit which gives maximum selectivity. It is
neutralizing and noise-cancelling.

All connections are made to binding posts
at the rear of the receiver. Shock-proof de-
signs—

Know the latest in Radio. Go to the Freed-
Eisemann dealer and see this set!

Freed-Eisemann Radio Corporation
MANHATTAN BRIDGE PLAZA, Brooklyn, N.Y.

**FREED-
EISEMANN**
Mastery in Radio

Freed-Eisemann Radio, individuals
who are readers of Printers' Ink
and Printers' Ink Monthly:

NAME	TITLE	WEEKLY	MONTHLY
Joseph D. R. Freed	President	Yes	Yes
Alex Eisemann	Treasurer	"	"
Arthur Freed	Secretary	"	"
Philip Van Doren Stern	Advertising Manager	"	"

94.7% Coverage of Radio Advertisers

Thirty-six advertisers bought 94.7% of the radio advertising in thirty-five national periodicals during 1924.*

Every one of these thirty-six radio advertisers is covered with one or more subscriptions to the PRINTERS' INK Publications.

Consumer advertising in one form of media—newspapers or periodicals—is an excellent index of the comparative activity of that industry in other forms of advertising.

The radio field as well as all industries that are large buyers of advertising, can be covered most effectively through PRINTERS' INK and PRINTERS' INK MONTHLY.

Printers' Ink Publications

185 Madison Avenue, New York

*Curtis Publishing Co. analysis of advertisers in electrical field.

Advertising Club News

St. Louis Advertising Golfers Hold Final Tournament

The St. Louis Advertising Golf Association held its last tournament of the year at the Midland Valley Country Club recently. About forty members were present. Dan A. Ruebel, vice-president of the Chappelow Advertising Company, Inc., won the cup for the lowest net ringer score for the five tournaments. Sam Judd, of the Mercantile Trust Company, was awarded the association cup for the lowest average net score during the year.

First prize for the day's tournament was won by C. M. Talbert.

Collins Thompson, Felix Coste and J. Carr Gamble were re-elected directors for three years and Frank H. Simmons and George Wagner for one year.

* * *

H. T. Latowsky Addresses Richmond Club

H. T. Latowsky, of the sales promotion department of the National Cash Register Company, Dayton, Ohio, recently spoke to the members of the Advertising Club of Richmond, Va., on the importance of building good-will through advertising. He stated that at present the largest part of advertising is designed to promote immediate sales and that not enough stress is laid on the creation of good-will. In the future he believes that the tendency in advertising will be to concentrate on the keeping of old customers.

* * *

H. L. Baldensperger to Head Miami Bureau

H. L. Baldensperger, personnel director of the National Better Business Bureau, will become manager of the recently organized Miami, Fla., Better Business Bureau, on October 1, at which time the Bureau will begin operation. The work preparatory to the organization of the Bureau has been done under the direction of Fred L. Weede and Robert S. Dawe, both of the Miami Advertising Club.

* * *

To Discuss President's View-point of Advertising

Edward J. Noble, president of Life Savers, Inc., Port Chester, N. Y., will address the national advertisers group of the Advertising Club of New York, on October 1. His subject will be "The President's Viewpoint of His Own Advertising Department."

* * *

New Orleans Club Starts Selling Course

The New Orleans Advertising Club started a selling course on September 29 which will continue until April. A series of lectures on salesmanship has also been arranged for the members of the club during the winter.

Convicted for Violating Oklahoma Advertising Law

The first prosecution in Tulsa County for violation of the Truth-in-Advertising Law of the State of Oklahoma resulted in a conviction. The Better Business Bureau of the Tulsa Advertising Club has been conducting a campaign against the practice of residence furniture dealers advertising themselves as home owners who must dispose of their household possessions at a sacrifice. Its activities resulted in the bringing to trial of Mrs. Ada C. Britain, who had been most persistent in the use of this misleading advertising. When the case was brought to trial in the common pleas court, Judge Yager found the defendant guilty and imposed a fine.

"The decision of the judge in this case is of especial interest," the Bureau reports, "because it upholds our contention that it is misleading advertising to pose as a private party who is 'leaving the city' when, in fact, the advertiser is engaged in the business of selling the merchandise advertised."

* * *

Spokane Club to Hold Three-Minute Speaking Contest

The Spokane, Wash., Advertising Club will hold a three-minute speaking contest under the auspices of the Manufacturers Association on October 3. The subject will be "How Can We Make Spokane a Payroll City?" The contest will be judged on a basis of 85 per cent for thought, and 15 per cent for delivery. Prizes will be awarded to the three best speakers.

* * *

Heads New Club Activities Committee

Paul T. Cherington, director of research of the J. Walter Thompson Company, has been appointed chairman of a new committee on club activities of the Associated Advertising Clubs of the World. This committee will supplant the former educational committee.

* * *

Los Angeles Club Forms New Committee

The Advertising Club of Los Angeles recently formed a welfare committee to call upon club members overtaken with illness, accident or other misfortune. Charles E. Bireley, who was formerly a member of the Bireley & Elson Printing Company, is chairman.

* * *

Made Vice-President of New Orleans Club

Gus H. Wakeman, a member of the executive board, has been elected vice-president of the Advertising Club of New Orleans.

Boulder Club Awards Advertising Prize

The Advertising Club of Boulder, Colo., has awarded a silver cup to the Public Service Company of Colorado for the best newspaper advertisement appearing in local papers over the period of a month. A second award was made to the White-Davis Company. It is planned to make this contest an annual one.

The advertisements were judged on attention value, interest in headline and copy, creation of desire, creation of action and producing sales. A. Boone McCallum, president of the Denver Advertising Club; L. J. Cunif, manager of the Denver office of The H. K. McCann Company, and E. E. Valentine, advertising manager of the May Company, Denver, were the judges.

* * *

G. A. Riley Wins Presbrey Cup at New York Tournament

George A. Riley won the Presbrey Cup at the final tournament of the Advertising Club Golf Association, New York, held at the White Beeches Club, Dumont, N. J., on September 22. He is vice-president of the American Press Association.

George W. Stearns won the low net prize of the morning round and Ralph Trier was second. In the afternoon, G. Tompkins won the low gross and Mr. Riley low net.

The following officers were elected for the coming year: President, Montague Lee; vice-president, G. Tompkins and secretary-treasurer, George Nelson. Mr. Trier is chairman of the tournament committee and Mr. Riley heads the prize committee.

* * *

Joseph P. Licklider Heads St. Louis Club

Joseph P. Licklider, of the D'Arcy Advertising Company, has been elected president of the St. Louis Advertising Club. Other officers elected were: First vice-president, Norman Lewis, Chappelow Advertising Agency; second vice-president, George C. Stohlman, Missouri Pacific Railroad; third vice-president, George E. Gayou, Advertising Slide Company; treasurer, Frank Fuchs, First National Bank in St. Louis, and secretary, Douglas V. Martin, Jr., St. Louis *Globe-Democrat*.

* * *

Walter S. Bigelow, President, Miami Club

Walter Scott Bigelow, formerly executive secretary of the Cleveland Real Estate Board, has been appointed president of the Miami, Fla., Advertising Club. He is a member of the Klein-Lampl-Bigelow Company, Miami realtors.

* * *

Heads Californians, Inc.

Roy Bishop has been elected president of Californians, Inc., succeeding Walton Moore.

Outdoor Advertising Agency Adds to Staff

F. A. Neal, formerly with the National Printing & Engraving Company, Chicago, has joined the art department of the Chicago office of the Outdoor Advertising Association of America, Inc.

E. L. Ballew has also joined the Chicago staff as a contact man. He formerly conducted an advertising service under his own name and was also sales and advertising manager for the Jarvis Corporation.

Lloyd Harris Dead

Lloyd Harris, Canadian manufacturer, died on September 27, at Brantford, Ontario, at the age of fifty-eight. He was president of the Russell Motor Car Company, Toronto, the Under-Fire Stoker Company of America and the Canada Glue Company, both of Brantford, and vice-president of the Willys-Overland Company, Toronto, and the Steel Company of Canada.

G. P. Millington with "Better Homes and Gardens"

George P. Millington, formerly broadcasting manager for Durham & Company, Philadelphia, is now associated as advertising representative with *Better Homes and Gardens*, Des Moines, Iowa. Mr. Millington will cover Philadelphia and the South, with headquarters at Philadelphia.

Coffee Account for Irwin L. Rosenberg

J. F. Humphreys & Company, wholesale grocers, Bloomington, Ill., have placed their advertising account with The Irwin L. Rosenberg Company, Chicago advertising agency. A newspaper campaign will be conducted on Wishbone coffee.

J. V. Gilmour Starts Advertising Business

J. V. Gilmour, formerly vice-president of The Caples Company, Chicago advertising agency, has organized a new advertising business at Chicago under the name of the J. V. Gilmour Company.

W. T. Marquis with American Press Association

Witold T. Marquis, formerly with the C. L. Houser Company, New York, is now with the American Press Association, publishers' representative, New York.

Nut Chain Store Account for Ajax Agency

The advertising account of Charles S. Cash, Inc., New York, operator of twelve nut stores, has been placed with the Ajax Advertising Agency, of that city.

The Little Schoolmaster's Classroom

IS business as a whole today departing too far from that merchandising principle set down by John Wanamaker and Marshall Field to the general effect that "the customer is always right?"

The Schoolmaster is moved to suggest this question as he contemplates the numerous restrictions and rules that are being put into effect to lessen certain alleged evils. *PRINTERS' INK* recently told about the policy adopted by the Automotive Equipment Association enforcing a charge of 10 per cent upon returned goods. Jobbers and manufacturers everywhere are tightening up in this respect. And in the country's leading retail stores the customer does not have his own way nearly so much as was the case a few years ago.

In other words, there seems to be a growing tendency on the part of the seller to tell the buyer just how he shall buy.

It is undeniable that the seller usually is right, judged from the strict standpoint of ethics and fair dealing, in thus ruling the buyer. The seller is often imposed upon in a way that makes for waste and obliges him either to increase his selling price or sacrifice a part of his legitimate profit.

But is or is not the bearing of this imposition or abuse a part of the function of the seller that he cannot get away from? And when one concern refuses to let the buyer rule the whole transaction, is or is not some other concern likely to step in and make a satisfactory profit out of the trade thus alienated?

Manufacturers and jobbers are shutting down on the returned goods privilege, or "evil" as some of them call it. Big retail stores will not send merchandise on approval because this adds to the already too high overhead. Yet, dealers want to return goods. People want to buy on approval.

In the little town of Warren, Pa., there is a concern known as the New Process Company which

last year did a business of close to \$2,500,000 in men's clothing, neckwear, hosiery and shirts. It sold all this merchandise by mail *on approval*. During the last two years the company has sold close to 40,000 raincoats which it sent out on approval to persons whose names were taken from telephone books of cities and towns all over the country.

The large mail-order houses such as Sears, Roebuck and Montgomery Ward have wide open guarantees. Any goods that a person buys can be returned and there will be no argument at all by the company about the refunding of the money. But in the case of the concern just mentioned, the selling transaction is not regarded as complete until the customer has received the goods, decided to keep them and pays for them. It is interesting to note that the percentage of returned goods, averaged against the total sales, is almost too small to be considered.

Perhaps the plan would not work so well in selling to the women. Nevertheless, an American citizen likes to feel that he is supreme when it comes to buying goods. Rightfully or not, he thinks he is doing the seller a favor and that therefore he, and he only, should have the say about everything except the price. The Schoolmaster is not inclined to be a bit dogmatic in bringing up this proposition. In fact, he will have to admit that he is somewhat on the fence. But the whole matter is something worth thinking about.

* * *

"All is ephemeral—fame and the famous as well," Marcus Aurelius is reported to have said during one of his frequent moments of philosophical inspiration. And so it is as, although Marc's fame seems to have endured for more than a day.

The Schoolmaster knows from experience, however, that fame is fugacious, fugitive and fleeting. More than once, he has given

AT · THE · DOORWAY · TO · YOUR · MARKET



THIS 22 story office structure, because of its central location with its unparalleled transit facilities, is literally at the doorway to your market whether your clients are centered in New York or scattered across the country.

In architectural features and character of tenancy the Pennsylvania Building reflects both dignity and prestige.

A particularly desirable building for Advertising Agencies and Publishers.

JULIUS TISHMAN & SONS, INC., *Owners*

Brown, Wheelock: Harris, Vought & Co., Inc.

20 East 48th Street 14 Wall Street

Renting Agents

Pennsylvania Building

225-241 W·34 th ST.

FACING · PENNSYLVANIA · STATION

Oct. 1, 1925

Wanted —a man

Somewhere is just the man to fill this position, who will be happy in it, and become moderately rich.

A friend of mine owns a prosperous print shop (inventory about \$30,000) in a good little city in Ohio. He wishes to retire from active management—and to retire completely within two or three years.

I see the possibility of using this shop as the basis for the development of a very profitable direct-mail-advertising-printing business, in addition to its present general commercial job printing business of \$2,000 a month. (It is in the center of a big manufacturing territory.)

The man who knows something of direct-mail and printing, and who is a salesman, can have a living salary, a bonus on increased sales, and an opportunity of buying an interest, and eventually the whole business—out of profits. He will not get-rich-quick, but can become a very substantial citizen within a few years.

Please answer by letter only—stating experience and qualifications.

CHARLES AUSTIN BATES
33 West 42nd Street
New York, N. Y.

Advertising Woman—

Employed, with background of 12 years sales promotion, advertising agency and direct mail experience; ability proven by success and record of integrity, seeks outlet for energy and enthusiasm.

Experience:

Copy, booklets, sales letters, national newspaper, magazine and trade-paper advertising.

Knows the mechanics of advertising, engraving, printing, type, layouts, mailing lists.

To the firm needing a business accelerator, correspondence is invited.

Address "C," Box 261, c/o P. I.

utterance, during lectures before the Class, to business principles, and especially advertising principles, of sufficient ponderosity to entitle him to a footstool, if not a seat, in the hall of the mighty. But time and again he has been denied even a tabouret, either because his philosophy had been forgotten or had been appropriated by another.

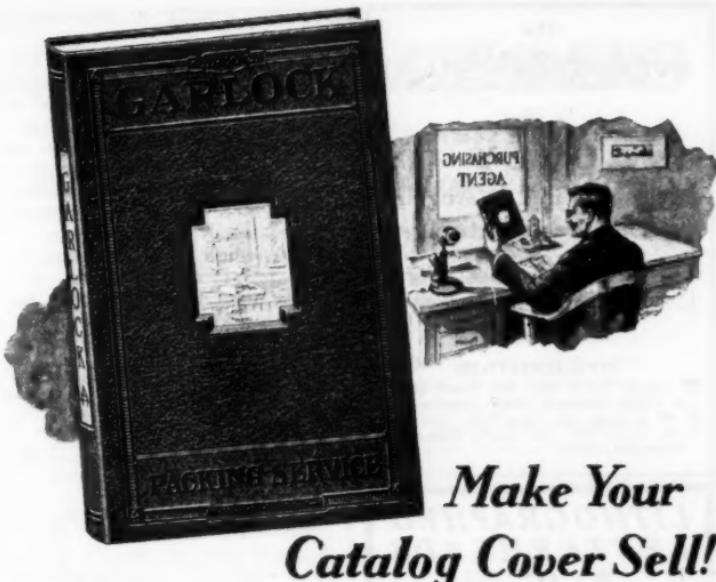
It was nine years ago, for instance, that the Schoolmaster began a drive to get the advertising fraternity to refer to advertising appropriations as an investment, not as an expense. The campaign started with an editorial entitled: "Advertising 'Investment' Not 'Expense,'" which appeared in the August 24, 1916, issue of PRINTERS' INK. This editorial asked: "Isn't it about time for advertising men to eliminate the phrase 'advertising expenditure' from their personal vocabularies?" The suggestion was made that, "It involves little additional effort to say that 'So-and-so expects to invest' rather than to say that he 'intends to spend.'"

Since then, the Schoolmaster has made every effort to substitute "invest" for "expend" wherever it could be done without appearing ridiculous. And just when he thought that these labors entitled him to a card of admission to that section of the hall reserved for the advertising immortals, he reads in the "Advertising Club News," issued by the Advertising Club of New York, that:

The American Newspaper Publishers Association and the Southern Newspaper Publishers Association have formally gone on record in favor of using "invests" instead of "spends" in referring to advertising appropriations.

The *Fourth Estate, Editor & Publisher* and other advertising trade papers have recently given their editorial endorsement.

The Schoolmaster's high-blown pride has broken under him. No longer has he false ideas of his own greatness. In a humble and contrite spirit, however, he wishes to venture the remark that the American Newspaper Publishers Association denies having gone on



Make Your Catalog Cover Sell!

QUALITY, character, the integrity of your house—all these can be sold to your prospective customer by the cover of your catalog. Garlock—"The Standard Packing of the World"—is an excellent example of a standard product whose worth is heralded in unmistakable terms by the cover of its catalog, reproduced above—a cover which was executed by Molloy.

You can safely entrust such a mission to Molloy Made Covers. They create and maintain prestige for the firms they represent, fitting ambassadors to the court of the all-powerful purchasing agent.

Commission Molloy Made Covers to accomplish such sales for you when next you plan a catalog or sales book, whether it is to be case-bound or loose-leaf, with stiff or flexible covers. Samples and sketches gladly submitted without obligation. The cost is moderate.

MoCo Covers (another Molloy product), will multiply the selling power of your booklets

THE DAVID J. MOLLOY COMPANY

2851 North Western Avenue, Chicago, Illinois

Prospect-Fourth Building, Cleveland 300 Madison Avenue, New York
Carlton Publicity, Ltd., London

MOLLOY MADE

Commercial Covers



for Every Purpose

The
EVENING HERALD
 is the
ONLY
 newspaper in Los Angeles
 carrying the advertising of
EVERY
 Los Angeles Department
 Store!

REPRESENTATIVES

G. Logan Payne Co., 401 Tower Bldg.,
 6 North Michigan Ave., Chicago, Ill.
 H. W. Moloney, 604 Times Bldg., New York
 A. J. Norris Hill, 710 Hearst Bldg., San
 Francisco, Calif.

**LITHOGRAPHED
 LETTERHEADS
 For \$1.25 PER
 THOUSAND
 COMPLETE**

IN 500 lots: 25M \$1.50; 12,500 \$1.75.
 On our white 20 lb. Paramount Bond.
 A Beautiful, Strong, Snappy Sheet.
 No smaller quantities.
**ENVELOPES TO MATCH, \$1.50 PER
 THOUSAND**

Booklet of Engravings on request.

GEORGE MORRISON CO.
 425 East 53rd St., N. Y. City, Dept. T
 TELEPHONES PLaza 1874-1875-1518
 Established 1898 Incorporated 1905

American Lumberman

Est. 1873 CHICAGO, ILL. A.B.C.

COVERS

The Entire
 Lumber Industry.

Mailing Lists

Will help you increase sales

Send for FREE catalog giving
 counts and prices on classified
 names of your best prospective
 customers - National, State
 and Local - Individuals, Profes-
 sions, Business Concerns.
 99% GUARANTEED 5¢ each
 by refund of



ROSS-Gould Co. 344 N.
 10th St. St. Louis

record, formally or otherwise, on
 this subject.

* * *

Occasionally the Schoolmaster runs across an advertisement that stands out because the writer of the copy has succeeded in condensing a big selling message into a few dozen words. The following copy, which, except for a signature, a trade-mark and a slogan, took up the whole of a full-page business paper advertisement, is no longer than the limits of a night letter and yet is remarkable for its terse sincerity:

Of all cars selling for over \$1,000 in the United States, "one in every eight" is a Studebaker. In other words, a Studebaker dealer is entitled to one-eighth, or more, of all the sales in his territory which amount to over \$1,000 per car. That is a franchise!

Perhaps there is a lot more that could have been said. But the Schoolmaster doubts if it could have been said quite so effectively even with several hundred more words.

* * *

Into the office the other day came a letter which, while not surprising, surprised us very much. The Schoolmaster read it once, read it again, and decided it was "meat" for the class. Here it is:

As a hobby I sell baby chicks. Recently my stenographer was away and I answered letters with pen. The results were so noticeable that I tried

Advertising Man

We are open for a real advertising man. He must be a writer of unusual copy, a keen buyer of advertising matter, a compiler of reports upon which action can be based and know how to pave the way for salesmen and follow up their efforts.

The kind of a man to whom you can say, "Do this," and it is done. Only men with "pep, punch and personality" will be considered.

Apply mail only: Luxor Cab
 Mfg. Corp., Framingham, Mass.

"GIBBONS knows CANADA"

J. J. Gibbons Limited, Advertising Agents

TORONTO

MONTREAL

WINNIPEG

TO MANUFACTURERS

***Who Want Sales Representation
Nationally Or In Any Local Territory***

A LARGE sales organization which has its salesmen located in every section of the country, offers its services to a limited number of highly rated manufacturers who have a large output of one or more products for which there is an extensive market. This organization is prepared to enter into agreement for the sales representation of such manufacturers either nationally or in any selected local territories. It is prepared to supply an almost unlimited number of experienced men for this work and is fully capable of undertaking the largest of sales campaigns and carrying them through to a successful conclusion. To those who have suitable products a most remarkable and interesting plan will be presented.

CONSOLIDATED SPECIALTIES CORPORATION
23 West Elm Street Chicago, Illinois

Experienced

LARGE Printing Plant
with trade - paper
experience located in
Middle West can handle
one more trade - paper.

Address

"H," Box 254, Care of Printers' Ink
230 South Clark Street Chicago, Ill.

THE
WINSTON-SALEM SENTINEL
leads all North Carolina
dailies in audited home
circulation.

Business is good in North
Carolina's largest city.

THE TWIN CITY SENTINEL,
WINSTON-SALEM, NO. CAR.

Advertisement Writer Wanted

One who can write interesting, informative, Department Store, institutional and merchandise copy for high grade Eastern store. Submit two or three specimens (not more) and give details of positions held, age and salary wanted, which will be considered confidentially.

Address "X," Box 115, Care of
Printers' Ink

An Unusual Girl

The liquidation of our small mail-order company makes available for some busy executive a girl with these qualifications:

Unstinted devotion and loyalty to employer; untiring energy and zeal in performance of duties; unusual ability (including letter-writing) and general understanding of business and human factors; good, rapid stenographer.

This girl is only twenty—and almost everything a secretary is supposed to be.

Address "Y," Box 116, care of
Printers' Ink.

ELECTROTYPING STEREOTYPING MATRICES

Fine Work - Quick Service
E. H. PARKHURST CO.
NEW HAVEN, CONN.

the experiment of answering letters alternately with pen and machine.

Orders from the pen-written letters predominated—nearly double I would say. This may or may not prove something, but at least it's a queer streak.

The writer of this is R. E. Gettys, an official of the Bankers Trust Company, Knoxville, Tenn. Mr. Gettys' experience would seem to prove that the "personal touch" still has the knack of bringing in business. The personally penned letter gives the prospect the feeling that someone is taking the trouble to write a penned letter and that his order is of some importance, but whether or not it is better than a typewritten one is a question which can be left to the Class for debate.

Death of Frank L. E. Gauss

Frank L. E. Gauss, for the last year Chicago representative of the All Fiction Field, died recently at Chicago. Mr. Gauss had been engaged in advertising work for a number of years. Before joining the All Fiction Field, he was Western manager of Ruggles & Brainard, Inc., and had been with *The American Weekly* in a similar capacity. Mr. Gauss was, at various times, advertising director of the Leslie-Judge Company, *Woman's World* and president of the Sterling Gum Corporation.

With Byington Studios

W. Richard Neahr, copy writer and artist, has joined the recently organized Byington Studios, Grand Rapids, Mich., as business manager and co-partner.

SAY PARTNER!

The active head of an established and thriving agency wants to share the worries (and profits) of the agency with a well-seasoned executive who can develop a generous volume of business. The personnel is small enough to handle his accounts intimately—yet large enough to tackle a man's-sized campaign without batting an eyelash. Confidential correspondence is invited. We don't care how long you make your story—tell us everything about yourself you expect to learn about us.

Address "Z," Box 118,
Care of Printers' Ink



PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.

THE KIMBALL SYSTEM

LOWELL - MASS.

Classified Advertisements

Rate, 65¢ a line for each insertion. Minimum order, \$3.25
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New and Pre-Used

Printers' Complete Outfitters

Conner, Fendler & Co., New York City
An unusual mail-order opportunity reaching 40,000 of the best consumer-buyers in the United States. The entire cost is only 1¢ a name, including postage direct to the consumer. John H. Smith Publishing Corporation, 154 Nassau St., New York.

For Sale—Controlling interest in \$20,000 publishing and printing corporation owning and operating its own printing plant, located in Northern W. Va., where a business boom is now starting. With little extra equipment live man can do \$100,000 annually. Price, \$12,500. Box 953, P. I.

PUBLISHERS

I have just about "sold up" my present publication in Chicago and can now handle another paper to good advantage. Excellent references from present and past connections. Commission basis. No "cats and dogs" considered. Box 973, Printers' Ink, Chicago office.

TRADE JOURNAL WANTED

We are desirous of taking over a second trade journal in any good field; must be on a self-supporting basis and reasonable price. Send sample copy and complete details, including lowest price, annual gross revenue, etc. All replies will be held in confidence. MUSIC TRADE NEWS, 25 W. 42nd St., New York City.

DIRECT-TO-CONSUMER

Excellent opportunity to purchase direct-to-consumer business, all lists, literature, office equipment, etc., ready to start. Not a scheme or experiment. 1,600 sales representatives available. Popular unique product with repeat sales and enormous market. \$7,500 working capital should produce sales over \$200,000 next 12 months, with net profit over 20%. Can easily be developed to several times this amount. Control must be sold. Will sacrifice for \$3,500. Box 957, P. I.

HELP WANTED

Copy and Contact: A leading textile company to men's field wants man preferably with department store experience. Good organization, interesting work, remuneration right and prospects positive. Describe your experience in full and in confidence. Box 979, Printers' Ink.

A Manufacturing Concern in New Jersey requires an energetic young man with a college education who is willing to work his way up in an organization. Address Box 987, Printers' Ink.

Wanted—Artist for permanent connection with Middle West advertising agency. Must be experienced and capable of handling good class of work. Good opportunity. Salary according to ability. Box 981, Printers' Ink.

Advertising copy writer wanted by large publisher of technical and business books. Interesting work with excellent prospect of advancement. Salary to start \$175 a month. State experience, age and religion. Box 952, Printers' Ink.

Wanted—A Secretary or Assistant to Circulation Manager discontented with present limited field will find every possible opportunity for advancement with established A. B. C. magazine in New York City. Address Box 958, P. I.

Tim Thrift, Advertising Manager, The American Multigraph Sales Co., E. 40th St. and Kelley Ave., Cleveland, Ohio, wants assistant. Must be live youngster with sufficient practical experience to handle house-organ, direct-mail and detail work. Give full information with application.

Wanted—by large New York concern young man with ability to write advertisements clearly and well. He may be a recent college graduate, with writing experience, or a junior agency copywriter. He should be a gentleman. Layout experience would be helpful. Initial salary \$50. Please submit sample or two of copy you have written. Box 960, P. I.

Wanted—A man thoroughly familiar with mail order work, especially selling goods through agents, both upon the cash in advance and credit or trust plans. One familiar with systems of keeping accurate records, one who has a proven record and can give the best of references. Must be old enough to have already accomplished something in this line. No attention given letters unless full details accompany the letter. Address at once. Box 978, Printers' Ink.

TO A YOUNG MAN WHO EARNED MONEY AT COLLEGE

Here's a job. It's in the advertising department of a national distributor; headquarters, New York. Checking bills, doing re-writes and fillers for house magazine, helping with dealer copy, chasing printers, reading proof. If you recently earned money at college by selling things; have a flair for merchandising as well as writing, and are sure you like the advertiser's side of this business; if a moderate starting salary and a substantial environment with regular folks as associates interest you, write me a letter. "Advertising Manager," Box 954, P. I.

Technical Advertising Writer wanted by large manufacturing concern in Eastern Pennsylvania to prepare copy for Trade Paper Advertisements, Folders, Catalogues, etc. Young man with some experience in writing and ability in making layouts preferred. Must have technical education or experience. Write, giving full details of education, experience and salary expected. Box 963, Printers' Ink.

SOLICITOR WANTED

If you have some particular reason for believing you can sell space on a New York newspaper to Manhattan merchants—have a creative selling mind—know enough about merchandise to have your ideas count with a merchant—are not too bright to plug hard after the business, tell us about yourself, in confidence, of course, and perhaps we can get together. Box 977, Printers' Ink.

WANTED

Advertising and Sales Promotion Manager by large motor car manufacturing company. Applicants with experience in automotive lines, particularly motor trucks and busses, preferred. Ability to analyze selling points, present them on paper and help dealers sell the product absolutely essential. Write details of business history, age, references and salary desired to Box 976, P. I.

Direct Advertising Specialist Wanted by a medium sized printing plant doing nothing but this kind of work. Should know printing costs and processes, besides being able to create, supervise and sell advertising literature. Please give experience, age and salary expected in letter. An opportunity for a permanent and profitable connection for the man with the right abilities. ETHERIDGE CO., GRAND RAPIDS, MICHIGAN.

SALES PROMOTION

Chicago Mfr. of Nationally Known Product (over \$1,000,000 volume) has opening for only an experienced man, to handle direct by mail, Sales Broadcasts, etc., and follow up work with Adv. Agency. Prefer a man who has had experience handling Nationally advertised product sold thru Department, Hardware and Electric Stores. State age, experience, education, present earnings, family, etc. Box 980, Printers' Ink. Chicago Office.

SALESMAN

An unusual opportunity for an unusual connection with a new life insurance agency.

We want a man (preferably with a college education) who has had at least one year's advertising or selling experience and who has the determination to make good by combining head-work with foot-work.

We offer a complete and thorough insurance education, every possible sales help, the prestige of one of the largest and best-known companies, together with the advantages of a new office where promotion will be rapid and a small office with its close and continuous personal contact.

For appointment write, confidentially, to Room 1407, 52 Vanderbilt Ave., or phone Murray Hill 4364.

PRINTERS' INK

YOUNG COPY WRITER with good layout ideas and some art ability wanted by technical magazine publisher's service department, located in Atlanta, Georgia. Give full details and salary required in first letter. Address Box 964, P. I.

Advertising Display Salesmen: We manufacture Genuine Photographs for window and counter displays, also a complete line of direct-mail advertising, and have a few choice territories open for high grade salesmen, commission basis, exclusive territory. Address The Garraway Company, Rutherford, New Jersey, giving full particulars as to experience, references, etc., in first letter.

MISCELLANEOUS

Acme Coin Mailers

Made in 12 styles. Large advertising space. Holds money securely. Dodd Printing Co., Fort Madison, Iowa.

WANTED

Someone to share splendidly furnished office. Desk room for one or two persons. Room 205-A, Metropolitan Tower, New York City.

Get into the Mail Order Business We furnish catalogues, merchandise, etc. Write for information. Department 29, H. Reisman & Co., 551 Lake Street, Chicago.

ADVERTISING EXPERIENCE TO HIRE 12 years' successful experience, good copy, better letters, resultful mail campaigns, special work, full time, part time, serving locally or country-wide. Box 986, P. I.

SALES ORGANIZATIONS are invited to write for particulars of new Bank publicity proposition, dignified in appeal, with large earning possibilities. Lincoln Publishing Co., 70 W. 40 St., N. Y.

POSITIONS WANTED

Advertising Manager—a ten thousand dollar man will handle one account on part time basis for nominal sum, highest possible reference. T. P. O., 284 Madison Square Station, N. Y.

Young man, 26, formerly with magazine, national advertiser and their agency. High-school graduate and war veteran. Excellent references. Riverside 8949, or Box 959, Printers' Ink.

Philadelphia Representative Harvard Graduate with trade journal experience can represent one or two more established publications in Philadelphia. Box 985, Printers' Ink.

ARTIST

FREE LANCE; high-type illustrations and lettering. Work guaranteed or no charges. Box 951, Printers' Ink.

PRODUCTION MANAGER—ART DIRECTOR—ARTIST

Nine years' shop and agency experience. Thoroughly acquainted with all mechanical details. Knows art, makes finished drawings, lettering, layouts and dummies. At present connected with medium-sized agency. Seeking change with New York agency only. Box 956, Printers' Ink.

ARTIST—Agency and Studio experience in Lettering, Design and Figures, both layout and finish, desires New York City connection with agency or studio. Box 961, Printers' Ink.

Typographer, layout man
with exceptional taste in ideas, producing high-grade, clean work, seeks connection with print shop or private plant. Box 982, Printers' Ink.

Executive and Personnel Director
Highly classified. Unbounded success in training salesmen for great service. Competent for large management. W. T. Harris, Forbes and Craig Sts., Pittsburgh, Pa.

Commercial Artist

Free lance; 20 years' experience; good letterer; lay-outs; folder, booklet and catalog work. Box 971, Printers' Ink.

ADVERTISING SALESMAN desires to handle Eastern territory for one or two high-grade class or trade papers. Thoroughly reliable. Wide experience. Satisfactory references. Ready for business Oct. 1. Box 967, Printers' Ink.

HELP-HELP

Account Executive with engineering background and proven ability in agency work wants position with agency or as advertising manager. Box 974, P. I.

Copy—Layout—Type

Three years' advertising department experience; outgrew my job; agency connection preferred; Christian; 27. Box 977, Printers' Ink.

Distinctive Copy Service

Complete campaigns—features—readers verse—house-organs published—advertisers anywhere. Write—Forrest W. Tebbets—623 Knickerbocker Bldg.—N.Y.C.

NEW ENGLAND

ADVERTISING SALESMAN seeks new position. Age 30; married; 11 years' selling experience, 4 years on Trade & Class publications, last 7 years adv. specialties and display signs. Box 975, Printers' Ink.

WANTED—Part in growth of growing agency (N. E. or Middle Atlantic States). Six years' experience copy, layouts, plans, production, contact. Ideas, energy, enthusiasm. Write for full details, interesting samples and photo. Box 968, Printers' Ink.

Advertising Salesman—Capable, reliable, energetic worker; seasoned, successful experience in large national magazine, class and trade publication fields; wide acquaintance New York and Eastern accounts and agencies; highest references; available for publisher seeking first-class man; strict confidence. Box 990, P. I.

An experienced trade-paper advertising salesman seeks new connection in New York and Eastern territory. Two years with last firm; seven years with preceding employer. Salary or commission with small drawing account. Box 984, P. I.

ASST. ADV. MGR.—Very capable young woman desires dept. store connection. Writes clear, forceful sales copy; understands layouts, art work, engraving and printing. Has pleasing personality; is dependable and isn't afraid of detail. Six years' experience. Box 966, P. I.

DO YOU NEED ME?

I'm 24, college trained, with over 4 years of thorough advertising experience—copy writing to production. I desire a position as assistant to some busy adv. executive, or as "versatility man" in an agency or adv. department. Just married, so opportunity is essential. Box 955, P. I.

ADVERTISING—EDITORIAL

Forceful copy writer, sound idea man. One year sales promotion national advertiser; five years publication building, all departments; now managing editor. Thirty-one, married, college graduate, congenial personality, gets things done. Started right, now wants job where experience and ability will win. Box 962, Printers' Ink.

Assistant Sales Manager

Proven record of results obtained in hiring and training men, editing house-organ, keeping up morale of sales force and in creative promotional work, backed by practical sales experience. Desires position with large manufacturer. Eastern location preferred. Age 30, single. Best reference my present employer. Box 969, Printers' Ink.

BUYER OR SALES MANAGER

Available after October 15, 1925, fifteen years' experience in Stationery, Novelty and Book lines. Successful record. Traveled and acquainted in all parts of the United States, Cuba and Canada, and can furnish you A No. 1 reference of my ability and character. Married. Salary to start from \$6000 to \$7000. Box 991, Printers' Ink.

Copy writer, exceptional ability. Entirely due to discontinuing strictly service accounts, we seek position for one of our copy writers. This young woman can turn out large volume of real selling copy and has successfully handled advertising for many famous department stores. For agency wanting "feminine viewpoint" she would be a prize. Fine personality, holds accounts on profitable basis, excellent on contact work or in conference. Our recommendation is unqualified. Present salary, \$3,600. Address her. Box 970, Printers' Ink.

Available for Agency or Manufacturer

Seasoned advertising man, 15 years' advertising, selling and sales managerial experience, seeks new connection with agency or manufacturer. He has record of success in national, mail-order, direct-mail and connective advertising and a reputation for merchandising knowledge, ideas and unusual capacity for production. Originality, versatility, top-notch writing ability, knowledge of art and ability to direct are other qualifications. He is familiar with every detail of agency practice and department management. Age 36, married, American, a plunger, asks \$7,500 to start, and will function in any capacity and wherever the right opportunity presents itself. Box 983, Printers' Ink.

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PRODUCT OF GENERAL MOTORS
Frigidaire

"Frigidaire, made by the Delco-Light Company, subsidiary of General Motors, is the dominant leader in the field of electric refrigeration."

*—From a recent
Delco-Light Company Advertisement*



The GEYER-DAYTON
ADVERTISING COMPANY
Dayton, Ohio

Oct. 1, 1925

Drug Manufacturer gets results with Chicago Tribune advertising



Bell Chemical Co., Inc.
Manufacturers of
DRUGGISTS' SPECIALTIES

Phone Westwork 0389

433 to 443 W. 35th St.

Chicago
September 4, 1925.

The Chicago Tribune,
Chicago, Illinois.

Attention Mr. A. B. Olson.

Gentlemen:

Thought we would drop you a line to let you know how pleased we are with the splendid results we are getting out of Tribune advertising.

It is indeed a pleasure to note the changed attitude on the part of the merchant and how much easier it has been for us to sell BELL'S CLEANING FLUID on the strength of our modest advertising campaign. We note a larger percentage of window and counter displays, also a better spirit of co-operation on the part of the merchant.

Jobbers orders are coming in bigger and more oftener and we are therefore counting on doing all of our newspaper advertising in 1926 in The Chicago Tribune only.

Very truly yours,
BELL CHEMICAL COMPANY, INC.
For *J. Bell*

13-149

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

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